



Series: 1400

Outreach

Policy Name: Reasonable Use of Social Media

Policy Number: 1407

Origination Date: 11/01/13
revisions

Revision Date: 3/20/2023 no

Regulation: N/A

Attachments: None

References:

1. **Policy:** Personnel using social media or social networking sites, such as Facebook, Twitter, LinkedIn, YouTube, Instagram, etc., are expected to act responsibly and avoid inappropriate activity, both personally and professionally that may affect the public standing of Communities Connected for Kids. Social media site users are expected to act appropriately whether working on the Devereux information system network or at home using his or her personal account.
2. **Purpose:** To protect the rights and privacy of Communities Connected for Kids' clients and staff and to protect the reputation of Communities Connected for Kids.
3. **Scope:** The policies and procedures described in this plan apply to all Communities Connected for Kids employees, as well as interns and volunteers who participate in and use social media tools, websites and other similar networks whose personal identity is in some way linked to Communities Connected for Kids.
4. **Procedures:** The following procedures apply to professional use of social media on behalf of Communities Connected for Kids as well as personal use of social media when referencing Communities Connected for Kids.
 - a. Employees need to know and adhere to the Communities Connected for Kids Code of Conduct, Employee Handbook and other company policies when using social media in reference to Communities Connected for Kids. This includes an adherence to all laws and policies regarding Protected Health Information and client confidentiality.
 - b. Employees should be aware of the effect their actions may have on their images, as well as Communities Connected for Kids' image. The information that employees post or publish may be public information for a long time.
 - c. Employees are expected to communicate in a courteous, respectful and sensitive manner with all those persons associated with Communities Connected for Kids, including co-workers, families, agencies, community service providers, community neighbors and others.
 - d. Employees should be aware that Communities Connected for Kids may observe content and information made available by employees through social media. Employees should use their best judgement in posting material that is neither inappropriate nor harmful to Communities Connected for Kids, its employees or clients.
 - e. Although not an exhaustive list, some specific examples of prohibited social media conduct include posting commentary, content or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment



- f. Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with their supervisors or the Human Resources Department.
- g. Social media networks, blogs and other types of online content sometimes generate media attention or legal questions. Employees should refer these inquiries to the Community Relations Department.
- h. Employees should get appropriate permission before referring to or posting images or video of current or former employees, clients or family members.
- i. Social media should not interfere with an employee's responsibilities at Communities Connected for Kids. Use of social media for business purposes is allowed, but personal use of social media networks or personal blogging of online content should be limited. Excessive use of social media for personal use during business hours could result in disciplinary action.
- j. Subject to applicable law, after-hours online activity that violates Communities Connected for Kids' Code of Conduct or any other company policy may subject the employee to disciplinary action or termination.
- k. Staff are expected to conduct themselves professionally on social media when posting information about Communities Connected for Kids or any Devereux company and should not post any material that places Communities Connected for Kids in a negative light; this includes complaints about co-workers, supervisors, management, or any Devereux company. Any issues or complaints regarding the above are expected to be brought to the attention of the employee's supervisor and resolved through established HR protocol.
- l. Staff shall not create, maintain or publish social media pages, sites or content on behalf of Communities Connected for Kids without authorization from the Communities Connected for Kids Department of Community Relations.
- m. Employees are encouraged to use discretion when engaging with current or discharged clients through social media. Engagement with clients is not prohibited, but it should be reported to a department or program supervisor.
- n. This policy is not meant to interfere with an employee's rights under Section 7 of the National Labor Relations Act.

DocuSigned by:

Approved: _____
96C0E7A7E02E4BA...

Carol A. Deloach, CEO