

# Social Media Guidelines

## **SOCIAL MEDIA GUIDELINES**

The following principles apply to professional use of social media on behalf of the community supports network (CSN) as well as personal use of social media when referencing CSN. It is highly recommended that employees keep business related social media accounts separate from their personal accounts, if practical.

Employees are prohibited, unless necessary to perform their job, from use of social media during work hours. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's blog, personal web site, social networking, web bulletin board or a chat room, whether or not associated or affiliated with CSN, as well as any other form of electronic communication. This includes but is not limited to Facebook, TikTok, Snapchat, Pinterest, LinkedIn, Instagram, Twitter, Reddit, and Youtube,

You are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects CSN's legitimate business interests may be viewed as a violation of company policy. (See Policy and Procedures and/or E-handbook

Employees should be aware of the effect their actions may have on not only their image, but CSN's image as well. Although, social networking accounts are personal in nature, as an employee of CSN, you do represent the agency. Please be aware of this when sharing or posting things that could be considered offensive, especially regarding our clients and the people we serve. The information that you post or publish may be public information for a long time. In the about or bio section on social media it is advised that you include "The postings on this site are my own and may not represent the Community Supports Network's positions, strategies or opinions.

Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, images or videos that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

Employees are not to publish, post or release any information that is considered confidential, not public or would violate HIPAA. It is never appropriate to discuss CSN policies or operations publicly on social media. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.

It is never appropriate to discuss current or former clients of CSN as this may constitute a HIPAA violation.

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Employees should get appropriate permission before you refer to or post images of supported individuals. You will need to make sure there is a current consent form on file via Therap for the individuals in the photo(s).

Employees are personally responsible for their commentary and can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just CSN.

CSN requests and strongly urges employees to report any violations or possible or perceived violations to supervisors, managers or a member of the Human Resource Department. CSN will investigate and respond to all reports of violation of this policy and other related policies.

CSN reserves the right to monitor comments or discussions about CSN, its employees and persons supported posted by anyone including employees and non-employees through social media. CSN administrators may look up profiles on social networking sites and may use the information in its informal or formal investigations.