

POLICY NAME SOCIAL MEDIA POLICY

POLICY NUMBER 2.5.15

CATEGORIES

DATE PROPOSED: 8/10/18

DATE OF VOTE: 8/22/18

ACCEPT (Y/N): Y

This policy provides guidance for employee use of social media, which should be broadly understood to include social networking sites, blogs, wikis, message boards, chat rooms, online forums, and any other similar sites or services. While individuals have a right to express themselves as they wish, they should understand that they can be held personally responsible for the things they publish online. Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to follow every day. The principles defined here apply to employee participation on accounts operated on behalf of the Ice Sports Center (ISC), as well as employee's personal accounts and postings.

Employees should be aware that ISC staff may observe content and information made available by employees through social media. All rules and guidelines included in the ISC's Employee Handbook apply when using social media in reference to the ISC. Employees should be aware of the effect their actions may have on their images, as well that of the ISC. Any information that employees post or publish may be public information for a very long time. It is therefore important to use good judgment in posting material that is neither inappropriate nor harmful to the ISC, its employees, or its patrons. Although not an exclusive 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.

If employees post commentary related to any aspect of the ISC's business, they must clearly identify themselves as an ISC employee in the posting and include a disclaimer stating that their posting represents their personal views only and does not necessarily reflect the views of the ISC. Employees should never claim nor imply that they are speaking on the ISC's behalf.

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 supervisor, the Personnel Relations Manager (PRM) or the Senior Facility Manager (SFM). Employees should get appropriate permission before referring to or posting images of current or former employees, members, vendors or suppliers. Patron and employee personal information should not be shared on social media under any circumstances.

If employees find or encounter a situation while using social media that threatens to become antagonistic, they should politely disengage from the dialogue and seek the advice of their supervisor, the PRM or the SFM.