**NLN Affiliated Constituent League**

**Policy and Procedure**

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| policy number  | **6.4** |
| policy name  | Social Media |
| **date of origin** | (Date) |
| purpose | * This template will help you draft a comprehensive policy. It specifies which circumstances may require a response or action from the organization.
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| 1. **policy**
 | XYZ understands that some employees participate in social networking sites (e.g. Facebook, MySpace, Twitter, YouTube, LinkedIn, Pinterest) and chat rooms, and create and maintain personal Web sites, including blogs.  XYZ respects employees’ online social networking and personal Internet use. However, your online presence can affect XYZ as your words, images, posts, and comments can reflect or be attributed to XYZ. As a team member, you should be mindful to use electronic media, even on your own personal time, responsibly and respectfully to others. Because employees’ online comments and postings can impact XYZ and/or the way employees are spending their time at work, XYZ has adopted the following guidelines that employees must observe when participating in social networking sites and/or engaging in other forms of Internet use on and off duty. It shall be considered a breach of acceptable team member conduct to post on any public or private website or other forum, including but not limited to discussion lists, newsgroups, listservs, blogs, information sharing sites, social media sites, social or business networking sites such as LinkedIn, Facebook, or Instagram, chat rooms, telephone-based group communications such as Twitter, or any other electronic or print communication format, any of the following:* Anything that may harm the goodwill or reputation of XYZ or any disparaging information about XYZ.
* Any disparaging, discriminatory or harassing information concerning any customer, employee, vendor or other person associated with XYZ. XYZ’s policies prohibiting harassment apply online as well as offline.
* Any confidential information, trade secrets, or intellectual property of XYZ obtained during your employment, including information relating to finances, research, development, marketing, customers, operational methods, plans and policies.
* Any private information relating a customer, employee or vendor of XYZ.

In compliance with applicable regulations of the Federal Trade Commission, employees endorsing XYZ’s products or services must disclose their employment relationship with XYZ and must ensure that endorsements do not contain representations that are deceptive or cannot be substantiated. If you are speaking about job-related content or about XYZ, you must either clearly identify yourself as a XYZ employee, or speak in the first person and use a disclaimer to make it clear that the views expressed belong solely to you. In addition, the following statement must be used, “The opinions expressed on this site are my own and do not necessarily represent the views of XYZ.”This Policy applies regardless of where or when employees post or communicate information online. It applies to posting and online activity at work, home, or other location and while on duty and off duty. XYZ reserves the right to monitor and access any information or data that is created or stored using XYZ’s technology, equipment or electronic systems, including without limitation, e-mails, internet usage, hard drives and other stored, transmitted or received information. Employees should have no expectation of privacy in any information or data (i) placed on any XYZ t computer or computer-related system or (ii) viewed, created, sent, received or stored on any XYZ computer or computer-related system, including, without limitation, electronic communications or internet usage.Employees who violate XYZ’s Social Networking Policy will be subject to disciplinary action, up to and including termination of employment.  |

Revision Dates: