



# Standard Operating Procedures (SOP) Administration

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Title of SOP Author	Executive Director	Date of E.D. Approval	1/2013

	<b>Social Media Procedures</b>
Purpose	Social media are powerful communication tools that have a significant impact on organization and professional reputations. Because they blur the lines between personal voice and organization voice, YVEDDI has adopted the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.
References	YVEDDI Human Resource Policy Manual – pages 20-22, 27-29
Scope	All employees
Definitions/ Background	Social media – media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include, but are not limited to LinkedIn, Twitter, Facebook, YouTube, and MySpace, as well as personal websites and blogs
Procedure	<p>Both in professional and organizational roles, employees need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with co-workers, clients, donors, media, and other community members apply online as in the real world. Employees are liable for anything they post to social media. <b>Employees who violate the agency policies regarding social media do so at the risk of disciplinary action or termination.</b></p> <p><b>Policies for All Social Medial Sites, Including Personal Sites</b></p> <ul style="list-style-type: none"> <li>• Protect confidential and proprietary information <ul style="list-style-type: none"> <li>○ Do not post confidential or proprietary information (including photographs) about YVEDDI, clients, or employees.</li> <li>○ Employees must still follow the applicable federal requirements such as FERPA and HIPPA, as well as agency and program Codes of Conduct.</li> <li>○ Staff will adhere to all applicable agency privacy and confidentiality polices.</li> </ul> </li> <li>• Social networking sites are not appropriate forums to engage in differences of opinion with respect to work related issues, engage in criticism of management or co-workers or address concerns regarding the performance or competence of employees.</li> <li>• Staff members are prohibites from posting comments (and photographs) that are defamatory to the agency, staff or clients.</li> <li>• Respect copy right and fair use when posting. Be mindful of the copyright and intellectual property rights of others.</li> </ul>



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- Don't use agency logos for endorsements.
  - Do not use the agency or program logos or any other agency images or iconography on personal social media sites.
  - Do not use the agency's name to promote a product, cause or political party or candidate.
- Respect agency time and property. YVEDDI computers and time on the job are reserved for agency-related business as approved by supervisors.
- The agency reserves the right to monitor social networking sites and to disable the use of such sites on agency computers.

### Best Practices

- Think twice before posting.
  - Privacy does not exist in the world of social media.
  - Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the agency.
  - Be aware that search engines can turn up posts years after they are created, and comments can be forwarded or copied.
  - If you would say it at a meeting or to a member of the media, consider whether you should post it online.
  - If you are unsure about posting something or responding to a comment, ask your supervisor for input.
- Strive for accuracy.
  - Get the facts straight before posting them on social media.
  - Review content for grammatical and spelling errors, especially if posting on behalf of the agency in any capacity.
- Be respectful.
  - Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas.
  - Responses should be considered carefully in light of how they would reflect on the poster and/or the agency and its organizational voice.
- Remember your audience.
  - Be aware that a presence in the social media world is or can easily be made available to the public at large.
  - This includes prospective clients, peers and community members.
  - Consider this before publishing to ensure that post will not alienate, harm, or provoke any of these groups.
- Identify your views as your own.
  - If you identify yourself as a YVEDDI staff member on your personal site, it should be clear that the views expressed are not necessarily those of the agency.



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	<ul style="list-style-type: none"> <li>• Photography <ul style="list-style-type: none"> <li>○ Photographs posted on social media sites can easily be appropriated by visitors.</li> <li>○ Consider adding a watermark and/or posting images a 72dpi and approximately 800x600 resolution to protect your intellectual property.</li> <li>○ Images at that size are sufficient for viewing on the Web, but not suitable for printing.</li> </ul> </li> </ul> <p><b>Organizational Social Media</b></p> <p>If you post on behalf of the agency, the following policies must be adhered to in addition to all policies and best practices listed above.</p> <ul style="list-style-type: none"> <li>• Obtain permission from the Director <ul style="list-style-type: none"> <li>○ All organizational web pages must have a full-time appointed employee who is identified as being responsible for content.</li> </ul> </li> </ul> <p>Employees who violate this policy are subject to disciplinary action, up to and including termination or legal action. YVEDDI prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.</p>
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