

SOCIAL MEDIA AND SOCIAL NETWORKING FOR STAFF, BOARD MEMBERS, AND VOLUNTEERS

I. PURPOSE

The purpose of this policy is to share with all CASA (“CASA”) employees, board members, and volunteers in the Commonwealth of Kentucky what is and is not an acceptable use of social media and social networking while at work and outside of work.

Social media and social networking include, but are not limited to, websites and all forms of online community activities such as social networks, message boards, blogs, conversation pages, and chat rooms.

Examples of social media and social networking include, but are not limited to, Facebook, Twitter, LinkedIn, Flickr, LiveJournal, My Space, YouTube, etc. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy.

Where no policy or guidelines exist, all CASA employees, board members, and volunteers should use their professional judgment and take the most prudent action possible. Employees, board members, and volunteers should consult with their manager, chair, or supervisor if additional guidance is required.

Violations of these rules or any other CASA policy may result in disciplinary action up to and including termination of employment. This policy will be interpreted and enforced in compliance with state and local law.

II. RULES FOR ALL CASA EMPLOYEES, BOARD MEMBERS, AND VOLUNTEERS PARTICIPATING IN ANY FORM OF SOCIAL MEDIA OR SOCIAL NETWORKING ACTIVITIES.

The rules in this section apply to all CASA employees, board members, and volunteers participating in any form of social media or social networking activities whether inside or outside work.

- a) Under no circumstances may an employee, volunteer or board member publish any personal information regarding any client of CASA or any information specific to any case in which CASA is involved or may potentially become involved.
- b) CASA logos and trademarks may not be used on any sites outside CASA without written consent from the Executive Director of your program. Your posts must comply with copyright, privacy, fair use, financial disclosure, and other applicable laws.

- c) Do not provide or publish CASA's confidential or other proprietary information. You must not comment on CASA's financial information or future business performance, or future business plans.
- d) Do not provide or publish CASA's policies or procedures.
- e) Your internet postings should not violate any other applicable policy of CASA.
- f) Do not post anything that is defamatory, discriminatory, libelous, threatening, harassing, or abusive to CASA, its products or services, its clients, employees, board members, and volunteers, any judge or other court employee or agent, any employee or agent of the Commonwealth of Kentucky or vendors.
- g) If a member of the media contacts you about an internet posting related to CASA, refer that person to the Executive Director of your program. When this occurs, the Executive Director should notify the State Office immediately.

III. RULES GOVERNING AUTHORIZED USE OF SOCIAL MEDIA AT WORK

Specific CASA employees, board members, and volunteers have been authorized by their senior management team or board of directors to participate in social media and social networking activities during regular business hours. Their participation should focus on promoting CASA's interests and activities, ensuring customer satisfaction, and identifying additional business opportunities.

Regardless, all authorized employees, board members, and volunteers must understand that what they post online is public and therefore they have no privacy rights to this information. CASA employees, board members, and volunteers engaged in the authorized use of social media at work are expected to follow the rules in Sections II and III of this Policy.

- a) At no time should the participation in social media and social networking interfere with the employee's primary job responsibilities.
- b) Identify yourself by stating your name and role at CASA (when relevant) when you discuss CASA related matters.
- c) Do not offer any specific personal advice or advice specific to any individual court case or potential court case. Report any commentary or questions about specific cases to senior staff.
- d) Respect your audience at all times. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable or permitted in CASA's workplace. Employees, board members, and volunteers should always show

proper consideration for the privacy of others and avoid topics that may be considered inflammatory, such as politics and religion.

- e) Do not cite or reference clients.
- f) Do not cite or reference partners or vendors without their approval.
- g) Do not make recommendations or referrals to other businesses. If an employee does this as a representative of CASA, it may give the appearance that we endorse the individual or business recommended. This could create a liability situation if another party hires the recommended person or business on the basis of our recommendation.
- h) Do not post images online without written consent from the Executive Director of your program.
- i) Be aware of your association with CASA in online social networks. If you identify yourself as a CASA employee, ensure that your profile and related content is consistent with how you represent CASA. CASA's brand is best represented by its people and what you publish will reflect on CASA's brand.

IV. RULES GOVERNING PERSONAL USE OF SOCIAL MEDIA AND SOCIAL NETWORKING OUTSIDE OF WORK.

These guidelines apply to all CASA employees, board members, and volunteers that participate in any form of *personal* social media and social networking activities. Employees, board members, and volunteers must understand that what they post online is public and therefore they have no privacy rights to this information. All CASA employees, board members, and volunteers engaged in the personal use of social media and social networking activities are expected to follow the rules in Sections II and IV.

- a) Personal social media and social networking activities should not be conducted during work hours. Employees, board members, and volunteers may maintain or contribute to personal blogs, message boards, conversation pages and other forms of social media (such as Facebook & Twitter) only outside work hours.
- b) CASA employees, board members, and volunteers are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media. Be mindful that what you publish will be public for a long time so protect your own privacy.
- c) Avoid engaging in personal attacks, online fights and hostile communications. You are free to voice your opinions, but CASA asks that you do so in a reasonable

manner. This means avoiding the use of any language that is defamatory, harassing, discriminatory or inappropriate. You should also refrain from making statements that conflict with the interests of CASA and/or its clients.

- d)** Do not provide personal, business, financial, or any other advice in the name of CASA. When discussing any personal, business, financial or other advice or opportunities, be clear that you are speaking for yourself and not on behalf of CASA. Never state or imply that you are commenting on behalf of CASA.
- e)** Do not quote from any CASA proprietary written materials, including but not limited to, service information or brochures, procedures, disclosures, or websites and do not provide links to CASA's external or internal websites from your personal social networking accounts without express permission to do so.
- f)** If you identify yourself as a CASA employee, board member or volunteer or your status as such can be inferred from the content of an internet post, you are required to include the following disclaimer in a reasonably prominent place: "the views expressed on this post are mine and do not reflect the views of my employer."

Should any aspect or provision of this policy conflict with any federal, state, or local law or regulation, this policy shall be enforced only so far as it does not conflict with the applicable federal, state, or local law or regulation. No aspect or provision of this policy should not be interpreted to prevent you from engaging in any concerted activity about CASA's wages, hours, and working conditions.

Print Name

Date

Signature