

Social Media - DRAFT

BSO recognizes that some employees may choose to post personal information on the internet through personal websites, Facebook, Twitter, blogs, forums, newsgroups or chat rooms, by uploading content, or by making comments on other websites or blogs. For simplicity, this policy refers to these platforms collectively as “social media.” Please remember as new devices, platforms, and technologies become available, this policy will still apply even though the next device or site is not explicitly referenced in this policy.

BSO acknowledges that employees may be engaging in these forms of personal expression on personal time, devices, and systems and not on BSO time, devices or systems. In some cases, employees may be using social media as part of their BSO duties. This policy is intended to provide guidance for both work-related and personal use of social media.

Those who use social media should remember some simple guidelines:

1. **The internet may be forever.** Everything written on the web can be traced back to its author one way or another. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.
2. **Personal posts or messages can influence others' views of you professionally.** Although one may expect that only friends will view whatever is posted, in fact, customers and co-workers can easily see anything posted on the internet. That information may alter the customer's or co-workers' view of the individual or BSO. BSO does not condone, and strongly cautions against, any posts of or links to any material that may be defamatory, discriminatory, harassing, pornographic or indecent on any personal site. Photos posted should always reflect professionalism.
3. **Maintain confidentiality.** Never post or comment on any confidential or proprietary information about BSO. Follow copyright, fair use, trademark and financial disclosure laws.
4. **You are responsible for what you post.** Anyone who posts online is responsible for what is written or presented online, both in a personal or professional capacity. BSO may elect to discipline its employees for commentary, content or images, in either personal or work-related postings that are vulgar, obscene, threatening, intimidating, violent, pornographic, unethical, harassing, or that otherwise violate BSO policies. Employees will not be disciplined for discussing with co-workers or others issues related to their wages, hours, or working conditions, or for otherwise engaging in concerted action that may be protected by federal or state laws.
5. **Do not use BSO resources for personal use of social media.** Employees are expected to adhere to all policies with respect to use of BSO's computers, internet access and other equipment or systems. Personal use of social media should not be done on work time or on work systems or devices, including monitoring Facebook or Twitter or watching YouTube videos for personal entertainment. Limited reasonable personal use of social media during breaks, meal periods or before/after work is acceptable as long as such activities do not

otherwise violate BSO policies related to computers, internet access or other equipment. When using any social media for personal matters, employees should use a personal e-mail address device and system.

6. **Please respect the BSO's intellectual property.** When using social media for personal purposes, employees may not misuse BSO's trademarks, logos, or other images. This prohibition is intended to protect BSO's brand image, but it is not intended, and should not be read to prohibit employees' use of BSO's logo or trademarked images when communicating with co-workers or other about matters related to employees terms and conditions of employment.
7. **You are an employee, but not the BSO spokesperson.** You may identify yourself as an employee of BSO, and you are free to discuss matters related to BSO's business (provided such discussions comply with BSO policies and do not disclose confidential, proprietary, or non-public financial information). If you choose to identify yourself as an BSO employee, and regardless of the topic of discussion, please state that the views expressed are your own, and do not necessarily reflect the view of the BSO.
8. **Social network friends may be separate from your work relationships.** Participation in Facebook, Snapchat and Twitter (and similar social media sites) as a personal network need not include co-workers or other work connections. Employees should feel free to say "no" to friend requests from co-workers or work connections. Employees should understand and use the levels of privacy control available on personal social media accounts.
9. **Questions may be directed to the Executive Director** for appropriate use of social media.