

# Social Media Policy (Committee)

## 1 Preface

This policy provides guidance for employee's use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporary manner.

## 2 Procedures

The following principles apply to professional use of social media on behalf of TBAWA as well as personal use of social media when referencing TBAWA.

- a. Committee members need to know and adhere to TBAWA's Social Media Policy when using social media in reference to TBAWA.
- b. Committee members should be aware of the effect their actions may have on their image, as well as TBAWA's image. The information that Committee members post or publish may be public information for a long time.
- c. Committee members should be aware that TBAWA may observe content and information made available by Committee members through social media. Committee members should use their best judgment in posting material that is neither inappropriate nor harmful to TBAWA.
- d. 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, libellous, or that can create a hostile work environment.
- e. Committee members 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, Committee members should check with President.
- f. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Committee members should refer these inquiries to the President.
- g. If Committee members encounter a situation while using a social medium that threatens to become antagonistic, Committee members should disengage from the dialogue in a polite manner and seek the advice of the President.
- h. Committee members should get appropriate permission before referring to or posting images of current or former Committee members, members, vendors or suppliers. Additionally, Committee members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

## 3 Breach Of Procedure

Content or statements discovered on a social medium of a defamatory nature may subject an employee to disciplinary action or instant dismissal.