



Online Social Media Policy



Community CARES is committed to maintaining a healthy relationship with its employees and the marketplace. The way the public views Community CARES is vital to gaining and maintaining strong community support, retaining first class employees, recruiting new employees and marketing our services.

While Community CARES has no intention of controlling employee actions outside of work, employees should practice caution and use discretion when posting content online. Employees have the right to use social media for personal expression on their own time and Community CARES will not violate employee privacy by attempting to access content that has not been made available publicly. This policy serves as a notice on the practice of social networking for all employees to read and understand. As more legislation and best practices develop, this policy is subject to change.

Purpose

The purpose of the Online Social Media Policy is:

- To guarantee a constructive relationship between the company and its employees.
- To manage risk and preserve the company's positive reputation.
- To discourage the use of company time for personal social media activities.
- To promote awareness among employees of the number of individuals who can access information presented on social networking sites.

Definitions

Social Networking/Social Media: "Social networking" and "social media" refer to any activity that involves interaction in online communities. This interaction includes, but is not limited to, browsing profiles and photos, reading messages sent through social networking forums and participating in instant messaging services.

Social Networking Sites: A "social networking site" is any website that links individuals electronically and provides a forum where users can connect and share information. These websites can be tailored to specific interests or to certain types of users. Examples of popular social networking sites include Facebook, Twitter, Flickr, Friendster, Classmates.com, LinkedIn, Xanga, Snapchat and Bebo. The list of social networking sites is constantly growing and changing because of the nature of the internet.

Social Networking Profile: A "social networking profile" is a user's personalized page within a specific social networking site, usually containing personal information such as name, birthday, photo and interests.

Micro-Blogging: "Micro-blogging" is the practice of publishing your recent whereabouts, thoughts or activities on a social networking site for other users to see. While not all social networking sites use micro-blogging, this is a primary focus of sites such as Twitter and Facebook.



Business Purposes: “Business Purposes” means using a social networking site for the company’s gain, usually as a task or assignment given by a manager or supervisor. This can be done either through a specific company account on a given social networking site or through a personal account set up for the purposes of recruiting or marketing.

Working Hours: “Working hours” include any time employees are being paid to conduct company business. This timeframe may vary based on job type and responsibilities.

Procedures

Prohibited Use:

It is important that employees use their time at work for business purposes. Employees are not blocked from access to social networking sites on computers because, under some circumstances, social networking is a powerful business tool that can be channeled to gain positive publicity for the company and to connect with clients. However, access to such websites should follow company policy. The following actions are prohibited during work hours:

- Using social media sites to conduct personal or non-company business using a company computer or device.
- Browsing social networking sites for non-company business on company time using a company computer or device.
- Reading email alerts regarding personal social networking account activity or using email to correspond with personal social networking contacts.
- Updating information, uploading photos or otherwise engaging with one’s personal social networking profile for non-business purposes using a company computer or device on company time.
- Micro-blogging for a non-business purpose on a social networking site on company time, whether or not it is on a company –provided computer.

Prohibited Conduct:

Having your own individual social networking account and using it on your own time is certainly permissible. However, keep in mind that some actions on your personal site are visible for the entire social networking community and may no longer be considered private matters. Community CARES has put in place a set of conduct guidelines to protect its brand and prevent the unwanted disclosure of confidential information. Please follow these guidelines:



- Do not use social media to disclose trade secrets, publish internal reports, provide tips based on inside information or participate in other activities that may be considered insider trading.
- Workplace grievances should be resolved internally, not with social media ever. If you chose to address a grievance using social media, refrain from posting comments and materials that could be viewed as malicious, obscene, threatening, intimidating or that could create a hostile environment or could be discriminatory.
- Refrain from posting any reckless or maliciously untrue comments. These communications may not be protected by law.
- Do not impersonate Community CARES or its employees, make statements on behalf of Community CARES without authorization or make statements on behalf of Community CARES that can be construed as establishing's official position or policy on any particular issue.

Conclusion

As stated above, the purpose of this policy is to protect Community CARES brand and prevent the disclosure of confidential information. It is not the company's intent to interfere with it's employees' legal rights. Whenever state or federal law governs an area of social media participation, policies should be interpreted as to comply with those laws.

