

Section: TBD

Social Media Policy

This policy governs the publication of and commentary on social media by employees of the Erie County Board of Developmental Disabilities (Board). This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Definition:

Social Media: User-created video, audio, text or multimedia that are published and shared in an electronic environment, including **but not limited to** blogs, wiki's, instant messaging, YouTube, and social networking sites such as Facebook, My Space, LinkedIn, Twitter, and Flickr.

Employees may engage in the use of Social Media **for personal use only during non-working time** and in strict compliance with all other terms of this and other Board policies. Conduct that would be illegal or a violation of a Board policy in the "offline" world is still illegal or a violation of the policy when it occurs online. While employees are entitled to express opinions and ideas, employees have a responsibility not to violate Board policies or negatively affect the operations of the Agency, individuals or any of its employees and Board members.

Unless specifically directed in writing by your supervisor, Board employees are not authorized to represent to others that he or she is a representative of the Board. When on-line, employees are speaking their personal capacity unless the employee has been pre-approved to speak on behalf of the agency. Employees should be cognizant of the fact that they are responsible for the content that may be posted and that information remains in cyberspace forever.

What Employees Should Do

1. Be smart, respectful and honest in on-line communications. Make sure what you are saying on-line is factually correct.
2. Be authentic when posting or commenting in social media by stating your name.
3. Be transparent. State that your post or comment is your opinion. Unless authorized to speak on behalf of the Board you must state that the views expressed are your own.
4. Be careful to protect personal information you share online.
5. Be responsible and act ethically. When you are at work your primary responsibility is the work of the Board.

6. Report any real, possible or perceived violations to your supervisor or to the Superintendent's office.
7. Do not say or write anything you do not want shared with everyone.

Examples of prohibitive activities include but are not limited to:

1. Release of confidential information related to persons served, their families, guardians, and caregivers including but not limited to medical information and diagnoses.
2. Release of personnel information such as names, addresses, phone numbers of fellow employees, supervisors or Board members.
3. Release of any legal information regarding the agency, an employee, the Board or any of the individuals served.
4. Sharing of copyrighted publications, logos or other images that are trademarked.

Employees are reminded that it is the role and responsibility of all employees to respect the agency's relationships with individuals served, families, providers, employees and other stakeholders. If you have an issue or complaint, you must report it through the appropriate chain of command or process for resolution and not air it on-line or through any of social media outlets.

Professional boundaries of an employee's position may limit or restrict an employee's ability to interact with individuals and families through social networking. Employees are encouraged to communicate to individuals and families about the professional boundaries that exist and may limit the ability to participate in social networking opportunities.

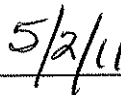
Violations of this policy may result in disciplinary action up to and including termination.

Board Approval: 4/21/11

Implemented: 5/2/11



Superintendent



Date