



THE COMMUNITY FOUNDATION OF FREDERICK COUNTY

Social Media Policy

Revised and approved by the Board of Trustees October 28, 2016

This policy applies to the Community Foundation, trustees, staff, volunteers, and committee members who may possess confidential or proprietary information about the Community Foundation. This policy refers to such persons as “Community Foundation personnel.”

To communicate freely and openly with donors, grantees, and members of the public, the Community Foundation itself maintains a social media presence through its website, Facebook, Twitter, LinkedIn, Instagram, and blog. The Community Foundation continually seeks out new and improved methods of communication and will add different forms of social media as it deems appropriate. Accordingly, the Community Foundation has given authority to certain Community Foundation personnel to maintain its social media presence and may invite others to submit postings. This policy does not cover these activities.

The Community Foundation takes no position on your decision to start or maintain a blog or participate in other social media or social networking (collectively referred to as “Social Media”) activities. However, it is the right and duty of the Community Foundation to protect itself from unauthorized disclosure of confidential and/or proprietary information and from having Community Foundation personnel indicate that they are speaking on behalf of the Community Foundation when they are not authorized to do so.

Social Media includes, but is not limited to, personal blogs; sites such as Facebook, LinkedIn, Instagram, and Twitter; video or wiki postings; chat rooms; personal websites; or other similar forms of online journals, diaries, or personal newsletters not affiliated with the Community Foundation.

Personal Use of Social Media – What is Prohibited?

The Community Foundation respects the right of its personnel to write blogs and use social media and social networking sites. The Community Foundation does not want to discourage its personnel from self-publishing and self-expression, and the Community Foundation takes a neutral position toward personnel who use Social Media in connection with personal interests and affiliations, or for other lawful purposes. However, Community Foundation personnel are expected to follow the guidelines and policies set forth to make clear that your comments and posts are made by you as an

individual, not by you as an employee, agent, or representative of the Community Foundation.

Unless specifically authorized in writing by the President/CEO or Chairman of the Board of Trustees, Community Foundation personnel are not authorized to, and therefore are restricted from, speaking on behalf of the Community Foundation through Social Media.

Community Foundation personnel must adhere to the Community Foundation's Policy on Confidentiality in their use of Social Media. This means they may not discuss any confidential and/or proprietary work-related matters or information through Social Media. Likewise, personnel may not post through Social Media confidential and/or proprietary donor, grantee or Community Foundation-related documents, or post any information that would violate the Community Foundation's Policy on Confidentiality.

You are personally responsible for your commentary and posts through Social Media. You can be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary or libelous.

As with all personal use of the Community Foundation's information technology resources, use of the Community Foundation's IT resources to conduct personal Social Media activities should be kept to a minimum and not disrupt work activities. Excessive or inappropriate personal use of the Community Foundation's IT resources for Social Media purposes will be subject to disciplinary action, up to and including termination.

When using Social Media for personal use, you must use your personal e-mail address and may not use your Community Foundation e-mail address as your means of identification and communication.

Staff may use their work email address for using Social Media that is work-related. Personal photos, political opinions, information or activities that are confidential to the Community Foundation, and other postings that do not convey any aspect of the Community Foundation in the best light or pose a reputational risk to the organization or personnel are to be avoided, with disciplinary action possible if this violated, including termination.

If you choose to identify yourself as a Community Foundation employee, board member, or volunteer through Social Media, please understand that some readers may view you as a spokesperson for the Community Foundation. Because of this possibility, we ask that when using Social Media, you state clearly that you are speaking on behalf of yourself, that your comments, posts, and views are your own, and that you are not authorized to speak on behalf of the Community Foundation.

Monitoring

Personnel are cautioned that you should have no expectation of privacy while using Social Media. Your postings can be reviewed by anyone, including the Community Foundation. The Community Foundation will monitor comments, posts, blogs, forums, and discussions about the Community Foundation, its personnel, its donors, its grantees, its constituents, and community that are posted on the Internet or otherwise publicly available.

Reporting Violations

The Community Foundation requests and strongly urges employees to report any violations, or possible or perceived violations, of this policy to supervisors or the Community Foundation President/CEO. Board members and volunteers are encouraged to report violations to the Chairman of the Board of Trustees or the Community Foundation President/CEO. In particular, the Community Foundation would request that you provide a snapshot and/or printout of the page(s) that you believe contains the violation so that the Community Foundation may examine the entire context of the alleged violation.

Discipline for Violations

In the case of Community Foundation employees, violation of the Community Foundation's Social Media policy will result in disciplinary action, up to and including termination, depending on the nature and severity of the violation. The Community Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct. Violations by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.