

## **Rose Township**

### **Social Media Policy**

Here at Rose Township, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and others around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees of Rose Township, and all elected officials.

#### **Guidelines**

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Rose Township, as well as any other form of electronic communication.

The same principles and guidelines found in Rose Townships policies and procedures handbook, along with three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects members, customers, suppliers, or people who work on behalf of Rose Township, may result in disciplinary action up to and including termination.

#### **Know and follow the rules**

Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

#### **Be respectful**

Always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of Rose Township. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

## **Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about Rose Township, fellow associates, members, customers, suppliers, or people working on behalf of Rose Township.

## **Post only appropriate and respectful content**

- Maintain the confidentiality of Rose Township, and private or confidential information. Do not post internal reports, policies, procedures or other internal Township-related confidential communications.
- Do not create a link from your blog, website or other social networking site to a Rose Township website without identifying yourself as a Rose Township employee or elected official.
- Express only your personal opinions. Never represent yourself as a spokesperson for Rose Township. If Rose Township is a subject of the content you are creating, be clear and open about the fact that you are an employee/elected official and make it clear that your views do not represent those of Rose Township, fellow associates, members, customers, suppliers or people working on behalf of Rose Township. If you do publish a blog or post online related to the work you do or subjects associated with Rose Township, make it clear that you are not speaking on behalf of Rose Township. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of Rose Township."

## **Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your trustee or consistent with the Company Equipment Policy. Do not use Rose Township email addresses to register on social networks, blogs or other online tools utilized for personal use.

## **Retaliation is prohibited**

Rose Township prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

## **Media contacts**

Associates should not speak to the media on Rose Townships behalf. All media inquiries should be directed to the Trustees.

## **For more information**

If you have questions or need further guidance, please contact your Rose Township Trustees.