

## **Social Media Policy**

### POLICY

This policy provides all ASCCA “personnel” (Directors, employees, volunteers, any other persons acting for or on behalf of ASCCA) guidelines to the 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 contemporaneous manner.

### PROCEDURES

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

- Personnel need to know and adhere to the ASCCA’s Code of Conduct, and other company policies when using social media in reference to ASCCA.
- Personnel should be aware of the effect their actions may have on their images, as well as ASCCA’S image. The information that employees post or publish may be public information for a long time.
- Personnel should be aware that ASCCA may observe content and information made available by employees/volunteers through social media.
- Personnel should use their best judgment in posting material that is neither inappropriate nor harmful to ASCCA’s, its employees, or clubs and its clubs members. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, racist, sexist, proprietary, harassing, libelous, or that can create a hostile work environment.
- Personnel 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, employees and volunteers should check with ASCCA.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Personnel should refer these inquiries to authorised ASCCA spokespersons.
- If personnel find or encounter a situation while using social media that threatens to become antagonistic, personnel should disengage from the dialogue in a polite

manner and seek the advice from ASCCA's President.

- Personnel should get appropriate permission before posting images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with personnel's responsibilities at ASCCA. ASCCA's computer systems are to be used for business purposes only. When using ASCCA'S computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, ASCCA blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- It is highly recommended that personnel keep ASCCA related social media accounts separate from personal accounts, if practical.