
SOCIAL MEDIA & COPYRIGHT PROTECTION WORK/PERSONAL USE - HR-III-46

POLICY:

OPTIONS NORTHWEST strives to maintain a positive image in the community, and has adopted this policy to ensure that our staff, volunteer and Board members are aware of their responsibility to maintain a positive image as a representative of our organization. OPTIONS recognizes that staff, volunteer and Board members may use and/or maintain personal social media pages (e.g. Facebook, LinkedIn, Blogs, Twitter, Instagram, etc.) and have need to download/upload materials, and therefore, set out expectations in this policy to comply with such use, as related to employment/volunteer roles.

We would like to take this time to remind our employees that they are expected to uphold agency policies when using social media both when allowed as part of their work and when away from the workplace.

NOTE: For purposes of this policy “employee” shall also mean and include volunteer and Board members.

PURPOSE:

To ensure that staff are aware of the expectations for use of social media and copyright protection, as it relates to their association with OPTIONS NORTHWEST.

PROCEDURE:

SOCIAL MEDIA:

OPTIONS NORTHWEST staff members that maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with OPTIONS NORTHWEST.

1. Where an employee uses social media during regular working hours and where such use constitutes part of the approved job, this use shall not have a negative

impact on user productivity or efficiency. Inappropriate use of social media for work and/or personal reasons is a misappropriation of company time and resources, and may be subject to disciplinary action. i.e: posting of confidential employment related information

2. Use of personal social media may not conflict with any of OPTIONS NORTHWEST's existing policies whatsoever. This includes (but is not limited to) the Employee Conduct Policy, Confidentiality Policy and Statements to the Press Policy.
3. Employees that use these sites are prohibited from disseminating any private organizational information therein, or any negative comments regarding the organization.
4. Posts involving the following will not be tolerated and will subject the individual to discipline:
 - Proprietary and confidential company information;
 - Discriminatory or defamatory statements or sexual innuendos regarding individuals supported by the organization, co-workers, management, organizations/businesses and their associates/employees that provide services to this organization, or the organization itself
5. Where an employee mentions OPTIONS NORTHWEST, they will be required to include a disclaimer stating that any opinions expressed are the employee's own and do not represent the agency's positions, strategies, or opinions.
6. Employees are expected to conduct themselves professionally both on and off duty. Where a staff member publicly associates with OPTIONS NORTHWEST, all materials associated with their page may reflect on the company. Please be advised that inappropriate comments, photographs, links, etc. are unacceptable. i.e: posting derogatory comments about individuals supported, harassing comments about a coworker

COPYRIGHT PROTECTION

1. Agency policies governing the use of copyright materials, corporate logos and other forms of branding and identity apply to electronic communications. Staff are prohibited from using OPTIONS NORTHWEST's protected materials (copyright material, branding and/or logo(s)) without prior express written permission.
2. OPTIONS NORTHWEST's employees are precluded from speaking on behalf of the organization, releasing confidential information, releasing news, or

communicating as a representative of the organization without prior authorization to act as a designated representative.

3. OPTIONS NORTHWEST precludes the use of agency owned computer resources for use in the illegal download or upload of copyright materials without express written permission, and authorization from the copyright holder.

This policy is not intended to interfere with the private lives of our staff members, or impinge their right to freedom of speech. This policy is designated to ensure that OPTIONS NORTHWEST's image and branding are maintained, and remain upheld.

RECOMMENDED BY: Director, Human Resources

APPENDICES: 0

OPERATIONAL ACCOUNTABILITY: Administration, Finance, Human Resources, Community Services (all)

ORIGINAL POLICY DATE: November 2011

AUTHORIZED BY: Executive Director

SIGNATURE:



