**EDWIN FAIR COMMUNITY MENTAL HEALTH CENTER, INC.**

**SOCIAL MEDIA ACCEPTABLE USE**

**POLICY:**

Each employee is expected to understand and follow the social media acceptable use policy and all other applicable Edwin Fair policies to ensure confidentiality and acceptable usage. Social media (including personal and professional websites, blogs, chat rooms and bulletin boards; social networks, such as Facebook, LinkedIn, Twitter and MySpace; video-sharing sites such as YouTube, Snapchat; and e-mail) are a common means of communication and self-expression. Online postings can conflict with the interests of Edwin Fair CMHC and its consumers. Breach of this policy may result in disciplinary action, including termination of employment.

**PROCEDURES:**

1. **Acceptable Use**
   1. **During Work Hours**

During working hours use of social media is strictly prohibited on Edwin Fair CMHC computer systems by employees not classified as IT/Management Staff. IT/Management are allowed to make Social media posts on behalf of the agency to the agency’s Facebook page, Website or any other Edwin Fair CMHC social media site.

* 1. **During Personal Hours**

An employee is allowed to identify Edwin Fair CMHC as their employer on social media. When identified as an employee of Edwin Fair CMHC the employee is expected to make it clear they are speaking on behalf of themselves and not on behalf of Edwin Fair CMHC. Employees will not disclose the Company’s confidential or proprietary information, or personal identifying information of anyone at the Company, in online postings or publications. Sharing these types of information, even unintentionally, could result in harm to the Company and legal action against the employee or the Company.

Employees are personally liable for all communications and information they publish online. The Company could be liable for online activity that uses company assets, a company e-mail address or any e-mail address that can be traced back to the Company’s domain, which generally is any internet address affiliated with the Company. Using your name and a Company e-mail address may imply that you are acting on the Company’s behalf. Because social media and networking activities are public, your Company e-mail address and Company assets should only be used only to perform job-related activities, which may include professional networking. Using Edwin Fair CMHC company email address for personal social media is strictly prohibited.

Employees at no time should make a post on behalf of the agency on their personal social media sites that could be negative, derogatory, or character degrading to Edwin Fair Agency, Staff, or Consumers. If an employee chooses to identify Edwin Fair CMHC as their employer their social media activities should be consistent with Edwin Fair CMHC standards of professional and ethical conduct.

It is strongly discouraged to “friend” consumers on social media websites. Staff in consumer care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.

Posting of photographic pictures with Edwin Fair CMHC content to social media is strictly prohibited unless approved by IT/Management.

Unless approved by IT/Management no affiliation should be made on an employee’s social media name, handle, URL etc. that includes the Edwin Fair CMHC name or logo.