

**Northwest Michigan Community Action Agency, Inc.**

**Social Media Policy**

Northwest Michigan Community Action Agency (NMCAA) understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers. 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, NMCAA has established these guidelines for appropriate use of social media.

This policy applies to all staff and volunteers who work for NMCAA, or one of its subsidiaries.

**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. This includes your own or someone else’s blog, journal or diary, personal web site, social networking or common interest web site, web bulletin board or a chat room, whether or not associated or affiliated with NMCAA, as well as any other form of electronic communication. The same principles and guidelines found in NMCAA policies and 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 staff/volunteers or otherwise adversely affects members, customers, suppliers, people who work on behalf of NMCAA or NMCAA legitimate business interests may result in disciplinary action up to and including termination.

**Be respectful**

Always be fair and courteous to fellow staff/volunteers, customers, members, suppliers or people who work on behalf of NMCAA. 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 instead of posting complaints to a social media outlet. Refrain from posting 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, staff, volunteers 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. The Internet archives almost everything; therefore, even deleted postings can be searched. Never post any rumors or information that you know to be false about NMCAA, fellow staff, volunteers, members, customers, suppliers, partner agencies, or people working on behalf of NMCAA.

**Post only appropriate and respectful content**

* Maintain the confidentiality of NMCAA private or confidential information. This includes information regarding NMCAA programs, services, and clients. Do not post confidential communications.
* Do not create a link from your blog, website, or other social networking site to a NMCAA website without permission from the Executive Director.
* Express only your personal opinions. Never represent yourself as a spokesperson for NMCAA. If NMCAA is a subject of the content you are creating, be clear and open about the fact that you are a staff or volunteer and make it clear that your views do not represent those of NMCAA, fellow staff, volunteers, members, customers, suppliers, or people working on behalf of NMCAA. If you do publish a blog or post online related to the work you do or subjects associated with NMCAA, make it clear that you are not speaking on behalf of NMCAA. 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 NMCAA.”

**Using social media at work**

Refrain from using social media on equipment NMCAA provides, while on work time, unless it is work-related as authorized by your manager/supervisor or consistent with the Information Technology Policies and Procedures. Do not use NMCAA email addresses to register on social networks, blogs or other online tools utilized for personal use. Do not create a Facebook page on behalf of your program without permission from your supervisor.

**Retaliation is prohibited**

NMCAA prohibits taking negative action against any staff or volunteer for reporting a possible deviation from this policy or for cooperating in an investigation. Any staff or volunteer who retaliates against another staff or volunteer 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. See Whistleblower Protection (Section IV-Y) in the NMCAA Personnel Policies.

**Know and follow the rules**

Carefully read these guidelines and the NMCAA Personnel Policies to ensure your postings are consistent with these policies. 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.

**Media contacts**

Staff or volunteers should not speak to the media on NMCAA’s behalf without contacting their manager/supervisor.

**For more information**

If you have questions or need further guidance, please contact the HR Manager.



***“NMCAA leads in strengthening our communities by empowering people to overcome barriers, build connections and improve their quality of life”***