

Employee and Volunteer Policy on Social Media

Policy:

The purpose of this policy is to help employees and volunteers, including board members, understand their roles and responsibilities in *the* Florida Keys SPCA (FKSPCA) implementation of communication technology including but not limited to: websites, social networking sites, personal networking sites, blogs and microblogs, message boards and chat rooms, podcasts and webinars, video sharing sites, texting and instant messaging, etc.

Scope of Policy:

FKSPCA depends on strong community support and good will. As employees/volunteers of our organization, we also rely upon you to be ambassadors and stewards. Our reputation is a valuable and important corporate asset. Before you post on an online site or social media channel, please consider whether you are potentially damaging our reputation, especially if/when you identify yourselves as an employee or volunteer of FKSPCA. If you are uncertain, consult the Operations Director, the Special Events Coordinator or the Executive Director before posting online.

FKSPCA recognizes that employees and volunteers may engage in communication while on and off duty as appropriate for performance of their duties and/or for the advancement of our animal welfare mission. This policy applies to social media content – written, verbal and images - on the FKSPCA social media (Facebook and other media) as well as information you post on your personal site(s) or on someone else's site on the Internet.

Employees and volunteers who engage in blogging or posting should be mindful that their comments, even if done off premises and while off-duty, could have an adverse effect on FKSPCA's legitimate business interests, mission and animal privacy interests. In addition, some readers may view you as a *de facto* spokesperson for the FKSPCA.

To reduce the likelihood that your blogging or posting will have an adverse effect on the FKSPCA and the animals under our care, we require that you observe the following terms of use:

1. **DO** obtain permission from the Executive Director, Operations Director or Special Events Coordinator prior to posting the FKSPCA logo, trademark, proprietary graphics, and photographs of the shelter, events, employees, volunteers, staff or animals.
2. **DO** create content or forward **positive** compelling content about animal rescue that builds support for the adoption of animals in our care **WITH** permission from the Executive Director, Operations Director or Special Events Coordinator. Obtain permission before naming or referencing **any** animal in our care or before soliciting material or financial support for FKSPCA.
3. When commenting on policy issues for which there is no official FKSPCA position statement, make it clear that you are speaking for yourself and not on behalf of the organization. Write in the first person and **DO NOT** use your work e-mail account.
4. Support FKSPCA position statements on issues and public policy/legislation, but do not

represent the organization as a spokesperson in the traditional media or online media without permission of the Executive Director.

5. Your blogging/posting is subject to all of the policies in our Employee Handbook, including “Confidential Matters,” “Conflicts of Interests” and “Disciplinary Action, Dismissal and Rules of Conduct” and Volunteer Handbook.

6. Do not create or share internet media communication that negatively impacts the FKSPCA brand or reputation.

7. Do not discredit, disparage, challenge or defame the mission, services, public policy positions, operational or animal status decisions of FKSPCA. Do not reveal any confidential or proprietary information about the FKSPCA.

8. Do not criticize individual staff or volunteer performance (by name, title or role.) Do not disclose the name or any personal identifying information of any staff or volunteer without his/her permission.

9. Do not discuss the behavior, history or medical records of animals in our care and custody that are involved in criminal proceedings.

10. Do not discuss the behavior, medical condition, behavioral status, adoption or euthanasia status of animals in our care which could negatively impact the adoptability of that animal or of other animals in our care. Do not campaign for specific animals in our care in this public forum.

11. Do not post information that adversely reinforces negative breed-specific stereotypes.

12. Do not use social media for internal workplace communications, including but not limited to any disagreements or differences in the workplace.

13. Do not create or transmit Internet media communication that violates any local, state, federal or international laws and regulation. This includes uploading, posting or e-mails that: impersonate/misrepresent, infringe on copyright laws, and contain obscene or defamatory content, forward unsolicited/unauthorized (spam, junk mail, chain letters), and knowingly create or transmit software viruses, works or other disabling codes.

14. This Policy pertains to external communication and does not negate nor limit employee protection under FKSPCA’s internal “Open Door” policy.

Procedure:

FKSPCA will regularly monitor the content of all of its social media sites. FKSPCA at its sole discretion may restrict, block, suspend, terminate, delete or discontinue any employee’s or volunteer’s access to FKSPCA-sponsored Internet media sites at any time, without notices and delete postings.

Policy Administration and Interpretation:

The Executive Director will be responsible for administering and interpreting the guidelines and provisions of this policy. Any questions regarding the appropriate use of FKSPCA sponsored social media sites or your personal social media (Facebook, etc.) should be directed to the Executive Director.

By accessing, viewing and/or posting any content related directly or indirectly to FKSPCA on any Internet media site, you accept, without limitation or qualification, the above terms of use. If you do not agree to the terms of this policy, you may not view or post any contact to any Internet media site on behalf of FKSPCA, as an employee of the Florida Keys SPCA (FKSPCA).

This is a mandatory policy for staff, board of directors, and volunteers. Sign-off and compliance is a condition of employment by FKSPCA and violation will result in disciplinary action up to and including termination. Volunteer compliance is expected as part of the FKSPCA Volunteer Agreement.

Printed Name Date

Date

Signature