

## Section One- Governance

### 1.5 SOCIAL MEDIA POLICY

The purpose of this policy is to establish guidelines for the appropriate use of social media. This policy applies to all employees and Board Members of the Erie County Land Bank. Be advised that you are solely responsible for what you post online, and that any of your conduct online that adversely affects your job performance, the performance of fellow employees, or otherwise adversely affects customers, suppliers, people who work on behalf of the Erie County Land Bank's legitimate business interests may result in disciplinary action up to and including termination.

#### **Know and Follow the Rules**

Carefully read this policy and ensure your postings are consistent with this policy. 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.

#### **Be Respectful**

Always be fair and courteous to fellow employees, board members, volunteers, member agencies, suppliers, distributors, or people who work on behalf of Erie County Land Bank. You should avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage volunteers, member agencies, employees, distributors, 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 Erie County Land Bank 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 quickly. Never post any information or rumors that you know to be false about the Erie County Land Bank, fellow employees, board members, volunteers, member agencies, suppliers, or people working on behalf of the Erie County Land Bank.

#### **Post Only Appropriate and Respectful Content**

- Maintain the confidentiality of Erie County Land Bank's trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, pictures, policies, procedures, or other internal business-related confidential communications.

- Do not create a link from your blog, website, or other social networking site to a Erie County Land Bank website without identifying yourself as an Erie County Land Bank employee. Do not use an Erie County Land Bank e-mail address to register on social networks, blogs, or other online tools utilized for personal use.
- Express only your personal opinions. Never represent yourself as a spokesperson for the Erie County Land Bank. If the Erie County Land Bank is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of Erie County Land Bank, fellow employees, board members, officers or directors. If you do publish a blog or post online related to the work you do or subjects associated with the Erie County Land Bank, make it clear that you are not speaking on behalf of the Erie County Land Bank. 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 the Erie County Land Bank."

### **Using Social Media at Work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager.

### **Retaliation is Prohibited**

Erie County Land Bank prohibits taking negative action against any employee or board member for reporting a possible deviation from this policy or for cooperation in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperation in an investigation will be subject to disciplinary action, up to and including termination.

### **Media Contacts**

Employees and Board Members should not speak to the media on Erie County Land Bank's behalf. All media inquiries should be directed to the Executive Director.