

## SOCIAL MEDIA POLICY

Applicability: This policy applies to all employees, officers, and directors.

I. **Scope:** This policy is intended to provide guidance to those employees, officers and directors who are authorized to post information about Oak Hill on social media web sites. This policy is also applicable to employees' personal use of social media to the extent that employees, officers and directors post information regarding Oak Hill, its operations, employees, program participants and any confidential or proprietary information on such web sites.

II. **Definitions:** As used in this policy:

1. **“Social media”** includes, but is not limited to: web logs (“blogs”), podcasts, on-line social networks (including, but not limited to, Facebook, MySpace, Twitter, and LinkedIn), collaborative web sites known as “wikis”, and photographic and video-sharing websites (such as Snapfish, Shutterfly and YouTube).

2. **“Confidential and Proprietary Information”** includes, but is not limited to: personally identifying information regarding program participants, parents and guardians; all medical, educational and programmatic information regarding program participants (more specifically set forth in Oak Hill’s HIPAA policies); the identity and participation of donors and vendors; financial information that is not otherwise public; copyrighted information; Oak Hill logos, tag lines and trademarks; and any and all trade secrets.

3. **“Electronic Media”** includes, but is not limited to: floppy diskettes, flash memory drives, CDs, DVDs, tapes, hard drives, and any other devices that are capable of storing computer data and images, including cell phones.

III. **Authorized Use of Social Media for Work-Related Purposes**

Oak Hill has designated employees in the Development Department who are authorized to participate in social media in furtherance of Oak Hill’s development, advocacy, marketing and public relations efforts. There may also be occasions when it is advantageous for Oak Hill managers, supervisors, teachers, directors and administrators to participate in social media in furtherance of Oak Hill’s mission. Such employees must obtain authorization from their administrator prior to creating any social media site. All authorized social media sites must comply with this and all other Oak Hill policies.

#### **IV. Personal Use of Social Media**

Oak Hill respects the privacy of its employees and recognizes that employees may use social media for their personal use and enjoyment. Employees should be mindful of the fact that anything posted on a public social media site may be viewed by parents, guardians, vendors, donors, corporators, legislators and other members of the community with whom Oak Hill does business. For that reason, Oak Hill requires employees to comply with the following:

1. Consistent with Oak Hill's policy on Computer and Internet Use, and unless otherwise authorized, employees may not use Oak Hill computers and electronic media devices to participate in social media for personal use during work time. Furthermore, Oak Hill reserves the right to monitor, intercept and review every employee's activities using its information technologies and communications systems. Employees should, therefore, have no expectation of privacy in their social media activities performed on Oak Hill's electronic media or when using an Oak Hill email address.
2. Employees may not use their Oak Hill email address to register for social media sites.
3. Employees should make every effort to ensure that information posted on social media sites is accurate. If you state something in error, be candid about it and correct it.
4. Employees may not post any information that is false or has the potential to disparage Oak Hill's reputation or that of its program participants, parents, guardians and other employees.
5. If you reference Oak Hill in social media or identify Oak Hill as your employer, you must write a disclaimer that the views or opinions expressed are yours and not the opinions or views of Oak Hill. For example, you may state, "the views expressed are my own and do not necessarily represent those of Oak Hill." By virtue of their positions, managers, supervisors, teachers and administrators must consider whether their published personal opinions and beliefs may be misunderstood as expressing Oak Hill's views and positions.
6. Employees may not post news about Oak Hill on social media sites without the prior written authorization of an administrator.
7. Managers and supervisors may not provide employment references on social media sites.

8. Employees may not use Oak Hill's logo or tag lines, nor can they provide links to its websites or its own social media pages, without the prior written authorization of an administrator.
9. Oak Hill recognizes that employees are legally permitted to post statements regarding their terms and conditions of employment and engage in other protected activity on their personal social media sites. However, Oak Hill requests that employees bring any work-related complaints to the attention of a supervisor and/or the Human Resources Department before posting such complaints on social media sites.
10. Employees may not disclose any Confidential or Proprietary information, as defined above.
11. Employees may not post anything that Oak Hill, its employees, parents, guardians, vendors, or donors would find offensive, including any statements, pictures, or videos that may be deemed discriminatory or evidence of unlawful harassment.
12. To the extent that personal use of social media harms Oak Hill, its mission, operations, employees and/or program participants, Oak Hill has the right to take disciplinary action, up to and including separation from employment.
13. Absent an unrelated special relationship, such as that of a relative or family friend, it is not appropriate for staff to "friend" a program participant on a social media web site.

Cross-reference: Mission and Core Values  
Confidentiality and Privacy  
Policy Prohibiting Sexual and Other forms of Discriminatory Harassment  
Standards of Conduct and Workplace Behavior  
Computer and Internet Use

This policy was approved on March 31, 2010.

This policy is effective April 15, 2010

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This revised policy is effective on December 23, 2011