

Acceptable Use of Social Media/Policy

ST. JOSEPH ACADEMY
(SJA)

Department:	Human Resources
Number:	300.10
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- I. Policy: St. Joseph Academy's social networking policy includes rules and guidelines for company-authorized social networking and personal social networking, and applies to all employees.
- II. Procedures:
 - A. St. Joseph Academy takes no position on an employee's decision to start or maintain a blog or participate in other social networking activities. However, it is the right and duty of the company to protect itself from unauthorized disclosure of information.
 - B. Blogging or other forms of social media or technology include, but are not limited to, video or wiki postings, sites such as Facebook and Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with St. Joseph Academy.
 - C. Employees are not authorized, and therefore restricted, to speak on behalf of St. Joseph Academy, including all forms of media communication. If contacted by the media or press about their post that relates to St. Joseph Academy business, employees are required to speak with, and forward all requests through, the CEO of St. Joseph Academy.
 - D. Employees may not publicly discuss children or their families in accordance with HIPAA policy. Employees cannot post on personal blogs and social networking sites any advertisements or photographs of clients including children or their families.
 - E. All employees must identify themselves as employees of St. Joseph Academy when posting comments or responses on the employer's social networking site. Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on St. Joseph Academy social media pages. If you choose to identify yourself as a St. Joseph Academy employee, please understand that some readers may view you as a spokesperson for St. Joseph Academy. Because of this possibility, we ask that you state that your views expressed in your blog or social networking area are your own and not those of the company, nor of any person or organization affiliated or doing business with St. Joseph Academy.
 - F. Employees cannot post on personal blogs or other sites the name, trademark or logo of St. Joseph Academy or any business with a connection to St. Joseph Academy. Employees cannot post company-privileged information, including copyrighted information or company-issued documents.
 - G. Employees are cautioned that they should have no expectation of privacy while using the internet. Postings can be reviewed by anyone, including St. Joseph Academy, who reserves the right to monitor comments or discussions about the company, its employees, clients and the industry, including competitors, posted on the Internet by anyone, including employees and

non-employees. St. Joseph Academy requests and strongly urges employees to report any violations or possible or perceived violations to any member of management or Human Resources. Violations include discussions of St. Joseph and its employees and clients, any discussion of proprietary information and any unlawful activity related to blogging or social networking.

- H. St. Joseph Academy respects the right of employees to use blogs and social networking sites as a medium of self-expression and public conversation and does not discriminate against employees who use these media for personal interests and affiliations of other lawful purposes.
- I. Employees are personally responsible for their commentary on blogs and social networking sites and can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just St. Joseph Academy.
- J. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening or abusive. Respectfully withdraw from discussions that go off topic or become profane. Treat past and present co-workers, other personnel, children families and yourself with respect.
- K. Protect your co-workers by refraining from sharing their personal information or any conversations or statements unless you have their written permission to do so. Bringing someone else into an on-line conversation without their permission can be destructive to a relationship, cause misunderstanding or violate laws, contracts and/or confidentiality agreements.
- L. Employees cannot use employer-owned equipment, including computers, company-licensed software or other electronic equipment, nor facilities or company time, to conduct personal blogging or social networking activities.
- M. Employees cannot link from a personal blog or social networking site to St. Joseph Academy's internal or external website.
- N. St. Joseph Academy investigates and responds to all reports of violations of the social networking policy and other related policies. Violation of the company's social networking policy will result in disciplinary action up to and including immediate termination. St. Joseph Academy reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

Approved by: 
President/CEO

Date 2/9/2021