

## **Singles Available for Community Service (SACS KC Inc)**

### ***Social Media Policy***

*April 2017*

This policy applies to all SACS Members and Volunteers including the Board of Directors who may possess confidential or proprietary information about the SACS KC Organization. This policy refers to such people as “our team”.

In order to effectively communicate with our members, charities we work with and the general public, SACS maintains a website and actively participates in several social media networks. The SACS Board of Directors has given authority to certain team members to maintain its social media presence and may invite others to submit postings. This policy does not cover these activities.

Social media has proven to be an indispensable part of our modern information landscape. Therefore, we encourage our team to personally engage in social media. However, it is the right and responsibility of SACS to protect itself from having members of our team speak on behalf of the organization when they are not authorized to do so. The unauthorized disclosure of confidential and/or proprietary information or inappropriate use of SACS information technology resources is prohibited.

Social media includes, but is not limited to, personal blogs; networks such as Facebook, LinkedIn, Instagram and Twitter; video or wiki postings; chat rooms; personal websites; or other similar forms of online journals, diaries or personal newsletters not affiliated with SACS.

#### **Commenting on Behalf of SACS**

SACS does not discourage self-publishing and self-expression. We take a neutral position regarding your use of social media in connection with personal interests and affiliations or other purposes that are lawful and contribute to a healthy, caring community. However, you are expected to follow the guidelines set forth in this policy to make clear that your comments and posts are by you as an individual and not as a representative of SACS.

Unless authorized in writing by the SACS President, members of SACS’s team are not authorized to, and therefore are restricted from, commenting on behalf of SACS through social media.

When using social media, you must use your personal email address and may not use your SACS email address as your means of identification and communication.

### **Disclosing Confidential/Proprietary Information**

Members of SACS's team must not discuss any confidential and/or proprietary SACS-related matters or information through social media. Likewise, our team may not post through social media confidential and/or proprietary documents.

### **General Guidelines**

It is important that each member of the SACS's team understand there are benefits and risks associated with posting to social media networks. SACS's official viewpoints are:

- To maintain organizational transparency, if you comment on SACS-related topics, you must identify yourself as a member of the SACS's team.
- When you identify yourself as a SACS officer, member or volunteer when participating in social media, you must clearly state you are commenting on behalf of yourself, and that your comments, posts and views are your own and that you are not commenting on behalf of SACS.
- Team members will use sound judgment when posting to social media networks and be aware that most people will view their professional and personal social media activities as one and the same.
- Team members will refrain from posting on behalf of SACS or acting in an official capacity without written approval from the Board of Directors. For example, an individual team member may establish a Twitter account for the purpose of tweeting about his or her work at SACS, but must inform obtain Board approval before creating the account. This does not refer to individual posts after such an account is established. These accounts are subject to the Commenting on Behalf of SACS and Confidential/Proprietary Information sections of this policy.
- Team members are personally responsible for their commentary and social media posts. You can be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary, libelous or slanderous.
- Team members will not plagiarize or abuse any copyrights. Any and all content used from another source must be done so with proper attribution.

Space and time don't allow us to define what, exactly, constitutes "common sense." Therefore, SACS asks that team members use their very best judgments, and to remember that anything posted can be a direct reflection of our brand, our mission, our ethics, our editorial voice and of the people working for and on behalf of SACS. SACS team members will speak respectfully and thoughtfully, and avoid any circumstance that may unravel the very hard work we've spent building SACS's exceptional reputation.

### **Monitoring**

No social media network is ever truly private. Your postings can be reviewed by anyone, including SACS. SACS may monitor comments, posts, blogs, forums and discussions about SACS, its team, and its beneficiaries, in general, that are posted on the Internet or are otherwise publicly available.

### **Reporting Violations**

SACS asks and encourages team members to report any violations, or possible or perceived violations of this policy to the SACS President.

When reporting a violation or possible or perceived violation, whenever possible, please provide a hyperlink, screenshot and/or printout of the content you believe to be in violation of this policy so SACS may examine the content and context of the alleged violation.

### **Violations**

Violation of this Social Media Policy may result in dismissal from SACS.