

SOCIAL MEDIA POLICY

May 19, 2017

(Governing the use of e-mail, Internet and Social Networking Tools)

United Way of Greater Fall River's policy is that company owned computers and company provided access to e-mail and the Internet are to be used principally for business purposes.

Personal use of employees' own equipment and access secured on one's own are covered by this policy when used for business purposes. When using personal equipment and access is secured on one's own, remember that employees are always subject to regulation whenever they are discussing their business, even when using personal e-mail, the Internet or social networking tools. United Way recognizes that limited personal use of e-mail, the Internet, and social networking tools (such as Facebook, Twitter, Linked In, You Tube or "blogging") can be a benefit to UWGFR.

This policy will not only provide guidance with regard to the use of the Internet, e-mail and social networking tools in the business use of employees of the United Way, but also general principles to be followed in using future technologies and communication. Note that this policy applies when employees are using e-mail, the Internet, and social networking in an effort to advance the company, personal, or a third party's equipment. The company directs its employees to follow the basic limits listed below.

General Requirements

1. Employees must take care to protect their donor's confidential information at all times. This includes the employee's use of the Internet, certain e-mail messages and social networking tools.
2. Employees must be courteous and professional at all times, especially when representing United Way. This includes the employees' use of the Internet, e-mail and social networking tools. Employees shall not make defamatory or derogatory remarks about others in their electronic communications. They will not engage in gossip, rumor-spreading, "cyber-bullying" or any similar behavior.
3. Employees must take care
4. Employees are encouraged to seek the advice of the Chief Professional Officer if they have questions or concerns regarding the use of the Internet, e-mail or social networking tools before publishing any information that could be questionable.

Use of the Internet, e-mail or social networking tools while at the office of United Way or on United Way equipment.

Use of e-mail, the Internet and social networking tools by employees is subject to the following guidelines:

1. Employees may use e-mail, the Internet and social networking tools in connection with conducting their business on behalf of United Way.
2. Employees may not use e-mail, the Internet or social networking tools for non-work related private business.
3. Employees may not use e-mail, the internet or social networking tools to participate in football, basketball or other sports pools or leagues, or to gamble.
4. Employees may not use e-mail, the Internet or social networking tools to conduct political activities (unless expressly authorized to do so as part of the employee's duties to United Way).
5. Employees should not use e-mail, the Internet or social networking tools to discuss the business policies or practices of the United Way with any person outside United Way without first clearing that with the Chief Professional Officer. Employees may discuss policies/practices of United Way with a donor or prospective donor, but only through "private" e-mail and not through the use of social networking tools.
6. Employees may not use e-mail, the Internet or social networking tools to transmit any defamatory, offensive, harassing, disruptive, or derogatory statements or images; or statements or images that offend on the basis of race, religion, ethnicity or national origin, sexual orientation, political beliefs or disabilities.
7. Employees may not use e-mail, the Internet or social networking tools to distribute chain letters, search for alternative employment, transmit jokes, or participate in Internet discussion groups (unless such discussion groups relate directly to employee's job).
8. Employees may not use e-mail, the Internet or social networking tools in any manner that may impair the United Way's reputation or public standing, or that is prohibited by law or otherwise illegal.
9. Employees may not use e-mail, the Internet or social networking tools to upload, download, or transmit, without the United Way of Greater Fall River's permission, copyrighted, trademarked, or patented materials, trade secrets or confidential, proprietary or private information or materials, except to the extent that they are used by an employee in connection with a transaction.
10. Employees may not use e-mail, the Internet or social networking tools in any manner that would advocate that the United Way adopt or that would indicate that the United

Way has a position or policy in place that is anticompetitive or which would otherwise violate state or federal antitrust laws.

The United Way reserves the right to monitor, access, retrieve, read and (for legitimate business purposes) disclose all communication by or to employees with or without notice to employees. Accordingly, employees have no right to or expectation of privacy in the use of e-mail, the Internet or social networking tools on equipment owned by United Way. United Way has no obligation to ensure against authorized access to your e-mail or Internet use.

Advertising

1. Employees will discuss with client(s) the advertising/marketing to be done on their behalf including the use of e-mails, the Internet and social networking tools.

Collection of Information

1. Employees may not collect consumer information through the use of e-mail, the Internet or social networking tools unless the employee:
 - Tells the consumer they are doing so;
 - Tells the consumer what they will be doing with the information gathered; and
 - Tells the consumer how they are protecting the information.

E-mailing

1. Employees should make sure they double-check any text they are sending or posting via e-mail and to whom it is being sent before they hit the "send" button.
2. Employees are required to print those e-mails that deal with specifics of a transaction or authorization to perform a service or task and to place those printed copies in the appropriate transaction files.

Blogging

1. Employees may participate in "blogging" in relation to their business as a United Way of Greater Fall River employee so long as they follow all the policies and procedures set forth in this policy with regard to the use of e-mail, the Internet and social networking tools.
2. If employees wish to establish a blog, they should contact the Chief Professional Officer. When establishing a blog, employees should work with the Chief Professional Officer on posting "terms and conditions" that will apply to the blog.

Copyrighted and Protected Information

1. Employees shall not copy, frame or otherwise use information received or viewed through e-mail, the Internet or social networking tools without the express written consent or other appropriate authority from the owner of the information. If permission is given with certain conditions, then follow those conditions. Document the conditions when possible for your files.
2. Employees must recognize that the United Way owns the copyright to United Way information contained on its web site or in other printed materials. Republishing or copying of this information for other than use in a transaction requires consent of the employee's Chief Professional Officer.

Linking

1. Employees shall review the content of any Internet site to which they might link. Employees shall obtain the consent of the site owner before linking.
2. For any questions, the employee shall consult with the Executive Director.

Designated Office Internet Consultant

1. The United Way designates the Chief Professional Officer to whom all questions regarding the business use of e-mail, the Internet or social networking tools should be directed.
2. Employees should contact the Chief Professional Officer to report suspected illegal unethical or inappropriate use of e-mail, the Internet or social networking tools by other employees.

Policy Changes

The United Way of Greater Fall River reserves the right to modify, amend, or change this policy in any manner at any time.

Violations

Violations of this policy may result in immediate termination.