

SOCIAL MEDIA

On Duty Social Media Use

SCHRA has determined social media is a tool that can be used to further the mission and goals of the Agency. Social media can provide a cost-effective method of engaging communities in discussion, fostering positive relationships with clients, and representing SCHRA in these emerging electronic communications.

Only specifically designated employees are authorized to communicate on behalf of SCHRA via social media. Such designated employee communications are limited to job-related topics.

Employees representing SCHRA on social media must communicate in a respectful, relevant way that protects the Agency's reputation, forwards the mission and vision of the Agency, and follows the letter and spirit of the law.

Specifically:

1. Be transparent and state they work at SCHRA – use their real name, identify that they work for SCHRA, and be clear about their role.
2. Never represent themselves or SCHRA in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments – no spam and no remarks that are off topic or offensive. Use common sense and common courtesy.
4. Protect sensitive or personal information. Efforts to be transparent should never violate SCHRA's privacy, confidentiality, and legal guidelines for external communication. Clients of SCHRA should never be identified or discussed.
5. Stick to their area of expertise.
6. Keep disagreements with others' opinions appropriate and polite. If an SCHRA employee finds themselves in an online discussion that is becoming antagonistic, they should disengage from the dialogue in a polite manner that reflects well on SCHRA.
7. Never comment on anything related to legal matters, litigation, or any party involved in litigation with SCHRA.
8. Never participate in social media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to their or SCHRA's IP address. Refer all social media activity around crisis topics to Program Director and/or Executive Director.

9. Always protect employee privacy and SCHRA's confidential information. Social media users should always be aware that on-duty or job-authorized social media communications are public records.

Off Duty Personal Social Media Use

Personal use of social media is the right of every employee using their own equipment and on their own time.

However, because of the high likelihood that electronic social networking activity will be viewed by co-workers or consumers (who may, for example, join a Facebook group or visit a blog), even activities conducted on personal time using personal equipment may violate SCHRA policies and could potentially lead to discipline, including termination of employment. Examples of such conduct include, but are not limited to, a posting or comment that is illegal, involves threats of violence, sexual, racial or other discriminatory statements or images harmful to SCHRA's working environment, or personal issues that create adverse publicity for SCHRA.

Even when you engage in electronic social networking outside of work using personal equipment, good judgment and responsible behavior is very important. Posts must be lawful and abide by SCHRA policies against discrimination, harassment and retaliation against other SCHRA employees or consumers.

When you choose to go public with your opinions, you are also legally responsible for your commentary. You can be held personally liable for commentary deemed to be legally defamatory, obscene, proprietary, or libelous, whether pertaining to SCHRA, its employees, other individuals, or any other entity. In essence, you participate in online discourse at your own risk, and outside parties can pursue legal action against you for inappropriate commentary.

Any employees in violation of this policy are subject to disciplinary action, up to and including termination.

Employee Signature

Date