

## **SOCIAL MEDIA POLICY**

The Eau Claire Community Foundation's Board of Trustees has adopted this Policy to assist the Foundation's director, officers, employees, agents, and fiduciaries (which include supporting organizations, affiliate funds, and volunteers) in fulfilling their obligations and commitments.

### **ELECTRONIC MEDIA USE**

The Eau Claire Community Foundation (ECCF) provides and maintains the following forms of electronic media: Internal and external electronic mail (e-mail), telephone voice mail, Internet access, computer hardware, and the use of various business applications software. As a condition of providing these resources to our employees, it is necessary for us to place certain restrictions on their use in the workplace.

The internal communications systems, as well as the equipment and data stored, are, and remain at all times, the property of the Foundation. Accordingly, all messages and files created, sent, received, or stored within the system shall be related to Foundation business and will remain the property of the Foundation.

The Foundation maintains the option to retrieve and review any message or file composed, sent, or received. It should be noted that although a message or file is deleted or erased, it is still possible to recreate the message. Therefore, ultimate privacy of messages cannot be assured to anyone. Although electronic mail and voice mail may allow the use of passwords for security, confidentiality cannot be guaranteed. It is possible for messages to be retrieved and viewed by someone other than the intended recipient. All passwords shall be kept on file with the Executive Director, as the system may need to be accessed in the absence of an employee.

The content of e-mail, voice mail messages, or computer files may not contain anything that would reasonably be considered offensive or disruptive to any employee. Offensive content includes, but is not limited to, sexual comments or images, racial slurs, gender specific comments, or any comments that would offend someone on the basis of their age, sex, sexual orientation, religious or political beliefs, national origin, or disability, or other status protected by law. Deliberate sending, receipt, storage, transfer, or printing of such material on Foundation equipment or time is prohibited by this policy.

**While we encourage employee use of the Internet for business purposes, its use is restricted to the following:**

- To communicate with employees, vendors, volunteers, donors, or recipients regarding matters within an employee's assigned duties
- To acquire information related to, or designed to facilitate, the performance of regular assigned duties; and
- To facilitate performance of any task or project in a manner approved by an employee's supervisor.

**For internet and e-mail access and usage, we expressly prohibit the following:**

- Downloading, dissemination, use, or printing of copyrighted materials, including articles and software, in violation of copyright laws.

- Sending, receiving, printing, dissemination of proprietary data, trade secrets, or other confidential Foundation information in violation of this policy or proprietary agreements.
- Misrepresentation of oneself or inappropriate representation of the ECCF
- Offensive or harassing statements or language, including disparagement of others based on their race, national origin, sex, sexual orientation, age, disability, religious or political beliefs, or other status protected by law.
- Sending or soliciting sexually oriented messages or images.
- Accessing web sites for personal reasons or engaging in chat groups or sending chain letters.
- Gambling or engaging in any other activity in violation of local, state, or federal law.
- Use of the Internet for unlawful or malicious activities.
- Operating a business, usurping business opportunities, soliciting money for personal gain, or searching for jobs outside of the Foundation.
- Activities that cause congestion and disruption of networks and systems.
- Activities that compromise the ECCF's position, reputation, or objectivity.

## **SOCIAL MEDIA POLICY**

At ECCF, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. **This policy applies to everyone who works for ECCF.**

## **GUIDELINES**

In the rapidly expanding world of electronic communication, *social media* can mean many things. *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board, or a chat room (whether or not it is associated with ECCF), as well as any other form of electronic communication.

The same principles and guidelines found in ECCF policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates, or otherwise adversely affects donors, Board members, other people associated with ECCF, or ECCF's legitimate business interests may result in disciplinary action up to and including termination.

## **Know and follow the rules**

Carefully read these guidelines and our policies on Equal Employment Opportunity, Confidentiality, Workplace Respect, Discrimination, and Harassment Prevention, and ensure your postings are consistent

with these policies. Inappropriate postings that may include breaches of fund holder confidentiality, discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

### **Be Respectful**

Always be fair and courteous to fellow employees, donors, Board members, and other people associated with ECCF. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, that disparage co-workers and other people associated with ECCF, and that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law or company policy.

### **Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about ECCF and/or anyone associated with ECCF.

### **Post only appropriate and respectful content**

Maintain the confidentiality of ECCF donor and grantee information as well as private or confidential business information. Business information may include information regarding the development of funds and the implementation of grants. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.

Do not create a link from your blog, website or other social networking site to the ECCF website without identifying yourself as an ECCF employee.

Express only your personal opinions. Never represent yourself as a spokesperson for ECCF. If ECCF is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of ECCF, fellow employees, or other people associated with ECCF. If you do publish a blog or post online related to the work you do or subjects associated with ECCF, make it clear that you are not speaking on behalf of ECCF. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of ECCF."

### **Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Use of Equipment Policy. Do not use ECCF email addresses to register on social networks, blogs or other online tools utilized for personal use.

### **Retaliation is prohibited**

ECCF prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another

employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

#### **Media contacts**

Employees should not speak to the media on ECCF's behalf without contacting the Executive Director or Board of Trustees Chair or Vice-Chair. All media inquiries should be directed to the Executive Director.

#### **Protected Activity**

No ECCF policy, including this policy, constitutes legal advice or is meant to, nor should it be interpreted to, limit certain employees' Section 7 activity defined by the National Labor Relations Act. An employee's use of the Internet and Internet content is at the employee's own risk. Employees are entirely responsible for ensuring that they comply with all laws and subscriber agreements, use agreements, or other agreements governing access to and use of the Internet and website or other Internet content.

#### **Discipline for Violations**

In the case of Foundation employees, violation of the Foundation's Social Media policy will result in disciplinary action, up to and including termination, depending on the nature and severity of the violation. The Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct. Violations by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.

Revisions:

The addition of affiliate sin this was approved on December 6, 2019.