



SOCIAL MEDIA POLICY

Ruff Start Rescue, Inc. (RSR) realizes that many employees, volunteers and Board Members may participate in social media as a way to share their life experiences and thoughts with family, friends and colleagues. 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 website, social networking or affinity website, web bulletin board or chat room whether or not associated or affiliated with RSR, as well as any other form of electronic communication.

An employee, volunteer or Board Member's use of Social Media may involve certain risks and requires an employee, volunteer and Board Member to exercise certain responsibilities. Thus, it is important for employees, volunteers and Board Members to remember that any conduct that adversely affects the job performance, the performance of colleagues or others who work on behalf of or for the RSR, such as suppliers, vendors, etc., may result in disciplinary action up to and including termination for employees, removal from the Board for Board Members, and a termination of service for volunteers.

To assist employees, volunteers and Board Members in making responsible decisions about the use of social media, RSR has established the following guidelines for the appropriate use of Social Media.

Personal Use (Not Related to RSR Business)

Employees, volunteers or Board Members may not participate in Social Media while on work time, except as explicitly permitted below in the section entitled "RSR Business- Related Use." Any personal use of RSR computer or communications equipment such as workstations, phones, laptops, or network infrastructure, to participate in Social Media must be minimal, occasional, limited to non-work times, may not or interfere in any way with the business needs and operations of RSR, and may not impose costs on RSR.

An employee, volunteer or Board Member shall not use her/his RSR email address to register on any Social Media website for personal use. Any Social Media postings by an employee shall be consistent with RSR's policies including, but not limited to, RSR's anti- harassment and non-discrimination policies as well as RSR's policies regarding the non- disclosure of information RSR is required to keep confidential pursuant to state and federal laws. Inappropriate postings that may include defamatory remarks, discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

If RSR is a subject of Social Media content an employee, volunteer or Board Member is creating, the employee, volunteer or Board Member must be clear and open about the fact that s/he is an employee and her/his views do not represent those of RSR. For example: "The views and comments stated herein are personal and do not necessarily reflect the views of RSR."

An employee, volunteer or Board Members should be honest and accurate when posting information or news and if a mistake is made, the employee, volunteer or Board Members should quickly correct it. An



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employee, volunteer or Board Member should never post any information or rumors that s/he knows to be false about RSR, RSR clients or people working on behalf of RSR.

RSR Business-Related Use

Employees, Volunteers or Board Members who do have authorization from RSR and post messages on RSR websites or social media accounts should understand that they are posting on behalf of RSR and must adhere to RSR's professional standards, values, policies and applicable laws at all times.

Employees, volunteers or Board Members who have authority to post information to RSR maintained websites and and/or social media accounts understand and agree that the content and followers of the blog or other website belong exclusively to RSR and that upon request the employee, volunteer or Board Member must provide RSR with any information necessary to log in to a RSR-maintained website or social media account. No employee, volunteer or Board Member may create an official RSR account or change a password, as this is solely the responsibility of RSR's Executive Director.

Any content posted on RSR social media accounts should be current and accurate. If you do make an error, take responsibility for it and correct it quickly. Do not post any information that is obscene, defamatory, libelous, threatening, harassing, or intimidating to another person or entity. 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 RSR policy. *Individuals may be held personally liable for such remarks.*

If you have any questions or concerns regarding these policies, you are encouraged to speak to the Executive Director and/or the board of directors.

I have read and understand Ruff Start Rescue, Inc.'s Social Media Policy. I hereby agree to comply with the terms stated above.

Print First & Last Name

Signature

Position

Date