

MANUAL OF ADMINISTRATION

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PURPOSE: This policy statement and the guidelines that follow are designed to assist employees in making appropriate, trouble free use of social media both at home and at work. The organization recognizes that social media sites are avenues for communication in the lives of employees, both professionally and personally. This policy applies when employees are using social media for work purposes as well as to any personal use of social media that impacts Avenue II, especially in a negative light.

PROCEDURE:

It is the policy of Avenue II to encourage employees to use social media tools, in a responsible and professional manner, to promote public awareness of activities of the organization and to stay current with information, issues and trends in the field, and community events.

Employees of Avenue II must respect the confidentiality and proprietary nature of their work when using social media. Under no circumstances is an employee to share personal or identifying information that is subject to privacy laws, such as the personal information of a client and their families, board member or an employee of the agency.

No employee shall use the agency group email list to promote any political, personal, or business interest under any circumstances and is subject to discipline if any unauthorized communication is sent through the Avenue II technology stream.

DEFINITIONS:

Social media - refers to on-line technologies and practices that are used to share information and opinion, host conversation and build relationships. It can involve a variety of formats, including text, pictures, video, audio and real-time dialogue of a few, or thousands of participants. Examples of social media include, but are not limited to discussion forums, blogs, Twitter, and social networks such Facebook, Instagram, wikis, Snapchat and podcasts.

When using social media tools, the following is prohibited:

- Using the agency logo/name or those of agency partners on personal social media pages. If a page is being developed for a program or location, it should be discussed and approved by management in advance.
- Posting photographs or personal information about a client, their families, agency or employees on personal pages and accounts.
- Posting or discussing any confidential or work related information.

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- Launching personal attacks or making defamatory or offensive (racist, sexist, lewd, etc.) statements about a client, their families, management, co-worker, the agency or former employee.
- Participating in any commentary or activity that could be considered libelous, discriminatory or damaging to the reputation of Avenue II.
- Content that may compromise the safety and/or security of Avenue II.
- Content that provides the status or updates of controversial or sensitive matters relating to Avenue II, clients, the agency or its employees.

Failure to abide by the provisions of this policy and the guidelines that follow related to the use of social media could lead to disciplinary action, up to and including the termination of employment.

USE OF SOCIAL MEDIAL DURING WORK HOURS:

As a general rule, it is not acceptable to use social media for personal reasons during work time. Use of Avenue II equipment to access accounts is prohibited.

PERSONAL USE OF SOCIAL MEDIA OUTSIDE WORK HOURS

All employees can use social media in all the same ways as any citizen outside of work hours. It is important to recognize that what an employee publishes on the Internet may reflect on his/her employer.

When using social media on personal time, it is expected that employees will utilize these sites for their personal exchanges and therefore not include information about work-related matters. All employees must honour the privacy rights of all current and former people supported by the agency and employees by not writing about or displaying internal organizational activities.

In addition, employees must use sound judgment when blogging or posting comments and conduct themselves in a manner at all times that will not embarrass or discredit Avenue II. Posting any type of employment-related video on YouTube is expressly prohibited. Posting any pictures which are directly affiliated with one's employment on a personal social media page with Avenue II is also prohibited.

Avenue II may request that an employee withdraws certain posts from social media accounts or sites, regardless of whether the post appears on a personal or organization-related social media account or site if the comment is considered a breach of the Social Media Policy and Procedure.

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Finally, employees who use social media for personal purposes should:

- Recognize that anything posted on the internet is permanent. Even if an employee attempts to delete the post, photo, comment, etc., it is likely that it has been stored in any number of other places. Content posted to the internet should be thought of as permanent at the time it is being posted.
- Keep one's personal on-line presence and work on-line presence separate. Be mindful of personal online associations with clients or client's families.
- Respect copyright and fair use laws.
- Recognize that any inappropriate comments that reflect badly on the employer in one's personal account, even if written on one's personal time, will still result in the employee being subject to disciplinary action.

PROFESSIONAL CONDUCT

Avenue II employees have an obligation to report to management, misrepresentations or negative posts made about the agency, people supported by the agency, or employees. Employees should not respond to such posts without involvement from the designated management representative.

Employees must not participate in any commentary or activity that contains profanity, sexual content, personal attacks on the employer/employee, and any comments that may discriminate against others based on the Human Rights Code and its definition of "freedom from harassment in the workplace by the employer or agent of the employer or by another employee because of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, age, record of offences, marital status, same sex partnership status, family status or disability".

Professional conduct related to social media use in accordance with Avenue II employment obligations must be followed at all times.