



Social Media Policy

I. Introduction

The work of Fremont Area Community Foundation (“Community Foundation” or “we”) is easy to identify with and we are all very passionate about the work we do on a daily basis. We encourage our staff, board members, and other volunteers to engage in open communication and tell the world about their work.

In order to communicate freely and openly with donors, grantees, and members of the public, the Community Foundation itself maintains a social media presence through vehicles such as our website, Facebook, Twitter, LinkedIn, Flickr, and Vimeo. We will continue to seek out new and appropriate methods of communication to promote and improve our work. Accordingly, we have given authority to certain staff members to maintain the Community Foundation’s social media presence and may invite others to submit postings. This policy does not cover these activities.

The Community Foundation takes no position on your desire to start a blog or participate in social media activities. However, we do want to protect ourselves from unauthorized disclosure of confidential and/or proprietary information and from having employees, board members, or other volunteers indicate that they are speaking on behalf of the Community Foundation when not authorized to do so.

For clarity, we define “social media” as personal blogs, Facebook, LinkedIn, Instagram, Twitter, video or wiki postings, chat rooms, personal websites, online journals or diaries, personal newsletters, conference or field-specific listservs or exchanges, online forums, or other similar online activities not affiliated with the Community Foundation.

Social media may not be used by staff, board members or volunteers to conduct Community Foundation business or to enter into contracts or commitments on behalf of the Community Foundation.

II. Personal use of social media

- Please familiarize yourself with and follow the Conflict of Interest Policy and Confidentiality Policy.
- When you endorse or promote the Community Foundation or its activities on the Internet, you must identify yourself with your name and, when relevant, your role at the Community Foundation.
- Only a select number of people in the organization are authorized to speak on

behalf of Fremont Area Community Foundation. If you choose to identify yourself on social media as a Community Foundation employee, board member, or volunteer, understand that some readers may view you as a spokesperson for the Community Foundation. When using social media, please specify that you are speaking for yourself and not for the Community Foundation. You can use a disclaimer like “The postings on this site are my own and do not necessarily represent the position, strategy, or opinion of Fremont Area Community Foundation.” Please always write in the first person and do not use your organizational email for private communications.

- Community Foundation employees, board members, and volunteers must adhere to our Confidentiality Policy in their use of social media. This means you may not discuss any confidential and/or proprietary work-related matters or information on social media.
- You are personally responsible for your commentary and posts on social media. Please remember that the Internet never forgets. Use common sense and remember that you can be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary, or libelous.
- When using social media, you must use your personal email address. You may not use your Community Foundation email address as your means of identification and communication.
- Please respect copyright. If you didn't create it, don't use it. Before using someone else's work, please check with the owner.
- Be aware that others will associate you with your employer when you identify yourself as an employee. Please ensure that your social media profiles are consistent with how you wish to present yourself to colleagues, donors, grantees, and the public.
- And staff members, remember in the midst of all this interacting, your day job comes first. Use of the Community Foundation's resources to conduct personal social media activities should be kept to a minimum and should not disrupt work activities. Excessive or inappropriate personal use of these resources will be subject to disciplinary action.

III. Monitoring

The Internet has no concept of privacy. Please remember that nearly everything you post on social media can be viewed by anyone, including the Community Foundation.

IV. Reporting violations

We hope that all employees, board members, and volunteers will use social media responsibly and uphold the integrity and values of the Community Foundation.

However, if you notice any possible violation of the provisions laid out in this Social Media Policy, please notify your supervisor or the President and CEO. Trustees can notify the President and CEO or Board Chair. If possible, please provide a snapshot or printout of the perceived violation so that we can have an appreciation of the entire context.

V. Discipline for violations

Violation of this Social Media Policy may result in disciplinary action for employees, depending on the nature and severity of the violation. The Community Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct. Violations by members of the board or by other volunteers may lead to dismissal from the board or committee on which the volunteer serves.

VI. References

- Confidentiality Policy
- Conflict of Interest Policy

Adopted by Fremont Area Community Foundation Board of Trustees on 12/17/2015