



Policy and Procedure # 653

Social Media Policy

Approval: _____ Effective Date: 5/10/24

POLICY: EFI appreciates the impact of Social Media Sites and respects the right of all employees to participate in the site(s) of their choice. This policy is to ensure that employees have an understanding of the corporate guidelines established regarding social media. This policy is meant to clarify EFI's expectations regarding employees' use of social media. Examples of social media would include, but are not limited to, the use of Facebook, MySpace, Flickr, Twitter, YouTube, LinkedIn, Instagram etc. The purpose of the policy is to ensure the confidentiality of EFI clients, to deter unlawful behavior, and to protect EFI from any employee actions which would compromise the agency's reputation or its nonprofit status.

PROCEDURE:

1. When posting any comment about EFI, clearly and conspicuously state that the posting is in your individual capacity and that the views posted are yours and do not represent the views of EFI.
2. Employees sign a confidentiality agreement restricting the dissemination of any client information without a specific release of information signed by the client or guardian. Client confidentiality also extends to employees' use of social media. No client names, personal information, or photographs should be shared using social media by employees.
3. EFI reserves the right to approve or deny use of the EFI logo or other proprietary material. No EFI employee may use this material without the expressed written consent of the Executive Director. No website may link to the EFI website without the written permission of the Executive Director.
4. Social media posting must comply with EFI's confidentiality and disclosure of proprietary information policies. If at any time you are unsure about the confidential nature of information you are considering posting, you should consult with your Department Director or Human Resources.
5. EFI's prohibition of harassment and discrimination extends to the use of social media on personal time. Using social media to illegally harass, intimidate, or discriminate against another EFI employee is a violation of EFI's Code of Ethics and Policy and Procedure #651. Employees who use social media in such a manner will be subject to disciplinary action, up to and including termination of employment.



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6. The relationship between a staff person and a client is a professional one. Clients should not be given an employee's personal phone number or email address. Employees should not give a client access to an employee's social media account, such as Facebook or MySpace. Employees may not post pictures of EFI clients or any client information through any social media. Client information and photos posted on EFI's web site and social media sites may only be done with Executive Director approval. EFI shall have written permission to use client information and photos.
7. Employees who violate this policy will be subject to discipline, up to and including termination of employment.

Printed Name

Signature

Date