


<b>Category:</b>	Workplace	<b>INCA Community Services Personnel Policy</b> 
<b>Sub Category:</b>	Technology Resources	
<b>Effective Date:</b>	06/11	
<b>Revised Date:</b>	7/30/2015	
<b>Forms:</b>	n/a	
Responsible: Management Member, Program Directors, Executive Director, Human Resource Director		
<b>Social Media Policy</b>		
<b>Social Media</b>		
<p>INCA Community Services, Inc. respects employees usage of social media outlets for personal use. Social media includes all means of communicating or sharing 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 platform or affinity website, web bulletin board or chat rooms whether or not associated or affiliated with INCA, as well as any other form of electronic communication.</p> <p>An employee's use of social media may involve certain risks and requires an employee to exercise certain responsibilities. thus, it is important for employees to remember that any conduct that adversely affects the employee's job performance, the performance of colleagues or others who work on behalf of or for INCA, such as suppliers, vendors, etc., may result in disciplinary action up to and including termination.</p>		
<b>Guiding Principles</b>		
<p>The agency trusts and expects employees to exercise personal responsibility whenever they use the agency's computers, internet system, email or social media accounts, which includes not violating the trust of those with whom they are engaging. Employees may use social media to speak for themselves individually or to exercise their legal rights. If there is misrepresentations made by the media, analyst, bloggers or other social media users a designated employee will be assigned by the Executive Director to respond to the issues. Do not break confidentiality in any way to defend the agency. Employees are responsible for making sure that their online activities do not interfere with their ability to fulfill their job requirements or their commitments to their managers, co-workers or customers.</p>		
<b>Social Media Guidelines</b>		
<ul style="list-style-type: none"> <li>All postings on social media must comply with our policies on confidentiality and disclosure of proprietary information. If you are unsure about the confidential nature of information you are considering posting, consult your Program Director.</li> </ul>		

- Do not post any picture involving an employee, client, or volunteer without their consent.
- The agency website may be used to publicly post positive images about the agency.
- Personal social media outlets may not be used on INCA's Internet or computers for personal reasons during work time unless it is directly related to agency business. Personal accounts may be used while an employee is not on duty.
- Activities in or outside of work that affect your job performance, the performance of others, or the agencies interest are a proper focus for this policy.
- If you post any comment about the agency, we urge you to have the agency's best interest in mind.
- All organizational policies that regulate off-duty conduct apply to social media activity including, but not limited to, policies related to illegal harassment, code of conduct, nondiscrimination, and protecting confidential and/or proprietary information.
- If an employee decides to use social media to post complaints or criticisms, INCA asks that the employee avoid using statements, photographs, video or audio that could be reasonably viewed as malicious, obscene, threatening, intimidating, disparaging to INCA employees and clients or 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 INCA policy.
- An employee should be honest and accurate when posting information or news and if a mistake is made, the employee should quickly correct it. An employee should never post any information or rumors that he/she knows to be false about INCA, INCA clients or people working on behalf of INCA.
- Following the end of employment relationships with INCA, you shall take prompt affirmative steps to ensure that no social media platform represents you to be a current employee of INCA.
- Designated employees who are responsible for maintaining websites and/or social media accounts understand and agree that the content posted must be mindful of the issue of copyright infringement when posting materials that may be owned by others.

### **Copyrights and License Agreements**

INCA's policy is to comply with all laws regarding intellectual property. INCA and its employees are legally bound to comply with the Federal Copyright Act (Title 17 of the U.S. Code) and all proprietary software license agreements. Noncompliance can expose INCA and the responsible employee(s) to civil and/or criminal penalties. All installed software must be licensed according to the instructions of the software manufacturer.

### **Internet Safety Policy**

INCA's policy is to prevent user access over its computer network to, or transmission of, inappropriate material via Internet, email, social media or any other form of direct electronic communications and to prevent unauthorized access and other unlawful online activity, to prevent unauthorized online disclosure, use or dissemination of personal identification information of minors; and comply with the Children's Internet Protection Act (CIPA). Access to inappropriate material is restricted through technology protection measures that block or filter Internet.

### **General Implementation of Policy**

This Social Media Policy is not to be applied or interpreted in a manner that interferes with any rights employees may have under the National Labor Relations Act. For example, employees should feel at liberty to discuss wages, performance, status, discriminatory treatment etc

#### **Dissemination of Policy**

The policy will be made available to all employees through the agency's website. The agency will educate and train employees and supervisors regarding the policy and any conduct that could constitute a violation of the policy.