



## Social Media Acceptable Use

**Note:** As used in this policy, “social media” refers to blogs, forums, and social networking sites, such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and SnapChat, among others.

**Off-duty use of social media.** Employees may maintain personal websites or social media pages on their own time using their own facilities. Employees must ensure that social media activity does not interfere with their work. In general, the Organization considers social media activities to be personal endeavors, and employees may use them to express their thoughts or promote their ideas.

**On-duty use of social media.** Employees may engage in social media activity during work time provided it is directly related to their work, approved by their manager, and does not identify or reference students, customers, or vendors without express permission. The Organization monitors employee use of company computers and the Internet, including employee blogging and social networking activity.

**Respect.** Demonstrate respect for the dignity of the Organization and its owners, students, vendors, and employees. A social media site is a public place, and employees should avoid inappropriate comments. For example, employees should not divulge on social media sites any confidential information such as trade secrets, student names, or information restricted from disclosure by law. Similarly, employees should not engage in harassing or discriminatory behavior that targets other employees or students because of their protected class status or make defamatory comments.

**Post disclaimers.** If an employee identifies himself or herself as a company employee or discusses matters related to the company on a social media site, the site must include a disclaimer on the front page stating that it does not express the views of the company and that the employee is expressing only his or her personal views. For example: “The views expressed here are mine and do not reflect the views of my employer.” Place the disclaimer in a prominent position and repeat it for each posting expressing an opinion related to the company or the company’s business. Employees must keep in mind that if they post information on a social media site that is in violation of company policy and/or federal, state, or local law, the disclaimer will not shield them from disciplinary action.

**Competition.** Employees should not use social media to criticize the company’s competition and should not use it to compete with the Organization.

**Confidentiality.** Do not identify or reference students, employees, or vendors without express permission. Employees cannot disclose any confidential or intellectual property owned by the Organization. For examples of confidential information, please refer to the confidentiality policy. When in doubt, ask before publishing by sending an email to [AskHR@embered.com](mailto:AskHR@embered.com).



**New ideas.** Please remember that new ideas related to work or the Organization's business belong to the Organization. Do not post them on a social media site without the Organization's permission. Please go to [AskHR@embered.com](mailto:AskHR@embered.com) to ask for permission.

**Legal.** Employees are expected to comply with all applicable laws, including but not limited to, Federal Trade Commission (FTC) guidelines, copyright, trademark, anti-discrimination, and anti-harassment laws.

**Discipline.** Violations of this policy may result in corrective action up to and including immediate termination of employment.

*Note:* Nothing in this policy is meant to, nor should it be interpreted to, in any way limit your rights under any applicable federal, state, or local laws, including your rights under the National Labor Relations Act to engage in protected concerted activities with other employees.