

River Valley Child Development Services

## **Social Media Use Policy Procedure**

Effective: July 1, 2017

All postings on social media shall comply with the agency's confidentiality policy and the disclosure of proprietary information or protected information is prohibited.

Caution and respect should be used when mentioning the agency and its employees on social media sites. Consumers and clients must not be mentioned without their written consent.

When posting as a representative of RVCDS:

1. All RVCDS' policies, mission statement and grant requirements must be followed.
2. Postings must be accurate.
3. Each program that has a social media account administered by an employee must have an alternate administrator.
4. When using social media, employees shall comply with copyright laws and cite or reference sources accurately.

When posting on a personal account:

1. Unless prior approval is given, the agency's logo shall not be used on posts.
2. Employees shall not use agency equipment or facilities for non-work related activities, including posting on social media.
3. Social media activities shall not interfere with work duties.
4. Employees are encouraged to share agency material as it is published from an official RVCDS social media site.
5. The agency's website shall not be linked or agency material posted on a social media site without prior approval.
6. All agency policies that regulate off-duty conduct (such as NAEYC Code of Conduct) apply to social media activity.
7. The agency website and social media cannot be used to solicit for personal gain.