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POLICY TITLE: SOCIAL MEDIA
POLICY NUMBER: 3095

COMMITTEE APPROVAL DATE: 09/05/2018
BOARD APPROVAL DATE: 09/26/2018

WRITTEN/REVISED BY: HUMAN RESOURCES
SUPERSEDES: 11/19/2014

POLICY:

3095 It is the policy of Beach Cities Health District (“District”) to protect itself from unauthorized disclosure of information via social media. It is the right and duty of the District’s social media policy to include rules and guidelines for company-authorized social networking and personal social networking.

SCOPE:

3095.1 This policy applies to all District employees.

RESPONSIBILITY:

3095.2 It is the responsibility of management to understand, communicate, and enforce this policy uniformly among District employees. It is the responsibility of employees to understand the policies, guidelines, and procedures communicated by their supervisor, and to follow them accordingly.

DEFINITION:

3095.3 For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation, blogs, wiki’s, and social networking sites. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and Internet.

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3095.4 District employees are free to publish or comment via social media in accordance with this policy, but are subject to this policy to the extent they associate themselves with the District (other than as an incidental mention of place of employment in a personal blog or social media post on topics unrelated to the District).

3095.5 Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

3095.5.1 General Provisions

3095.5.1.1 Unless specifically instructed, employees are not authorized to speak on behalf of the District.

3095.5.1.2 Employees may not publicly discuss clients, products, employees or any work-related matters, whether confidential or not, outside company-authorized communications. Employees are expected to protect the privacy of the District and its employees and clients and are prohibited from disclosing personal employee and

nonemployee information and any other proprietary and nonpublic information to which employees have access. Such information includes, but is not limited to customer information, trade secrets, financial information and strategic business plans.

3095.5.1.3 Employees are expected to respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.

3095.5.2 Employer Monitoring

3095.5.2.1 Employees are cautioned that they should have no expectation of privacy while using the Internet at a District facility and/or while using company equipment or facilities for any purpose, including authorized blogging and social media engagement. The District reserves the right to monitor comments or discussions about the company, its employees, clients and the industry and you consent to such monitoring by your acknowledgment of this policy and your use of such resources and systems.

3095.5.2.2 Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. The District reserves the right to use content management tools to monitor, review or block content on company social media sites that violate District social media rules and guidelines.

3095.5.3 District-Authorized Social Networking

3095.5.3.1 No employee shall engage in work-related authorized social media activities without first obtaining permission from the department head in conjunction with Communications Department Management.

3095.5.3.2 The goal of authorized social networking engagement and blogging is to become a part of the community conversation and promote web-based sharing of ideas and exchange of information. When social networking, blogging or using other forms of web-based forums, the District must ensure that use of these communications maintains brand identity, integrity and reputation while minimizing actual or potential legal risks, whether used inside or outside the workplace.

3095.5.3.3 Rules and Guidelines

The following rules and guidelines apply to social networking and blogging when authorized by the District. The rules and guidelines apply to all employer-related blogs and social networking entries, including employer subsidiaries or affiliates:

3095.5.3.3.1 Only authorized employees can prepare and modify content for the District's website and/or the social networking entries. If uncertain about any information, material or conversation, employees must discuss the content with their supervisor or Communications Department Management.

3095.5.3.3.2 Any copyrighted information, where written reprint information has not been obtained in advance, cannot be posted on a District social media site without proper attribution to the source. It is critical that employees show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including the District's own copyrights and brands. Employees should never quote more than short excerpts of someone else's work and always attribute such work to the original author/source.

3095.5.3.3.3 Communications Department Management is authorized to remove any content that does not meet the rules and guidelines of this policy or that may be illegal or offensive. Removal of such content will be done without permission of the blogger or advance warning.

3095.5.3.3.4 The District reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. The District reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

3095.5.4 Personal Social Networking

The District respects the right of employees to use blogs and social networking sites as a medium of self-expression and public conversation and does not discriminate against employees who use these media for personal interests and affiliations or other lawful purposes.

3095.5.4.1 Rules and Guidelines

Employees are expected to follow the guidelines and policies set forth to provide a clear line between personal use and work-related use of social media:

3095.5.4.1.1 Employees are personally responsible for their commentary on blogs and social networking sites. Employees may be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just the District.

3095.5.4.1.2 Employees may not use blogs or social networking sites to harass, threaten, disparage or discriminate against employees or anyone associated with or doing business with the District.

3095.5.4.1.3 If an employee chooses to identify himself or herself as a District employee, an employee must state that the views expressed in his or her own blog or social networking site are his or her own and not those of the District, nor of any person or organization affiliated or doing business with the District.

3095.5.4.1.4 Employees are not authorized to post trademarks or logos of the District or any business with a connection to the District on personal blogs or other social media sites without approval from Communications Department Management. Employees may share/retweet posted information by the Communications Department on the District's social media pages to their

personal blogs or social media pages. Employees are not allowed to post District copyrighted information or company-issued documents.

3095.5.4.1.5 Employees may not use the District's name, logo or its products or services to create a social media presence without the approval from Communications Department Management. This applies to all social media outlets.

3095.5.4.1.6 Employees are not authorized to respond to the media or press with the exception of Communications Department Management, Chief Medical Advisor and Chief Executive Officer. If contacted by the media or press, an employee is required to notify his or her supervisor and the Communications Department immediately.

3095.6 Employee Performance

Employees should use discretion and common sense when participating in social media platforms and ensure participation does not interfere with performance of job duties. Lack of meeting performance expectations due to participation in social media may lead to disciplinary action up to and including termination of employment.

3095.7 Discipline for Violations

3095.7.1 The District requests and strongly urges employees to report any violations or possible or perceived violations to supervisors, managers or the Human Resources department. Violations include discussions of the District and its employees and clients, any discussion of proprietary information and any unlawful activity related to blogging or social networking outside company-authorized communications.

3095.7.2 Violation of the company's social media policy may result in disciplinary action up to and including immediate termination of employment. The District reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

3095.8 Conduct Not Prohibited by this Policy

This policy is not intended to preclude or dissuade employees from engaging in legally protected activities protected by state or federal law, including the National Labor Relations Act, such as discussing wages, benefits or terms and conditions of employment, forming, joining or supporting labor unions, raising complaints about working conditions or legally required activities.

EXCEPTIONS:

3095.9 The Chief Executive Officer is the only person authorized to make exceptions to this policy.