

## 408 Social Media Policy [for Operating Policies and Procedures and Board Manual]

### Purpose

The purpose of this Social Media policy is to provide guidance for employee and board member use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, message boards, chat rooms, electronic newsletters, online forums, Facebook, Twitter, LinkedIn, Instagram, and other sites and services that permit users to share information with others in a contemporaneous manner.

### Procedures

The following principles apply to professional use of social media on behalf of EPIC as well as personal use of social media when referencing EPIC.

- Employees and board members need to know and adhere to the EPIC's Code of Conduct Policy, Employee Handbook and other company policies when using social media in reference to EPIC.
- Employees and board members should be aware of the effect their actions may have on their images, as well as EPIC's image. The information that employees and board members post or publish may be public information for a long time.
- Employees and board members should be aware that EPIC may observe content and information made available by employees and board members through social media. Employees and board members should use their best judgment in posting material that is neither inappropriate nor harmful to EPIC, its employees and board members, or community members.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees and board members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees and board members should check with the Executive Coordinator and/or the Executive/Personnel Committee.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees and board members should refer these inquiries to the Board President.
- If employees or board members encounter a situation while using social media that threatens to become antagonistic, employees and board members should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees and board members should get appropriate permission before you refer to or post images of current or former employees and board members, members, vendors or suppliers. Additionally, employees and board members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with employee's responsibilities at EPIC. EPIC's computer systems are to be used for business purposes only. When using EPIC's

computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, EPIC blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- Subject to applicable law, personal online activity that violates EPIC's Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
- If employees and board members publish content to their personal account that involves EPIC or subjects associated with EPIC, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent EPIC's positions, strategies or opinions."
- It is highly recommended that employees and board members keep EPIC related social media accounts separate from personal accounts, if practical.