

POLICY AND PROCEDURE

REACH for Tomorrow

POLICY: RHR-518.2

TITLE: **Social Media Procedures**

EFFECTIVE DATE: 12/8/24

AUTHORIZED BY: Board of Trustees

RHR-518.2 Social Media Procedures

This procedure shall apply to all employees of REACH for Tomorrow. The purpose of this policy is to ensure quality and appropriate use of approved/official REACH for Tomorrow social media channels for promotion and information at REACH for Tomorrow.

1.0 Social Media Sites Purpose

Social media sites like Facebook, Twitter, YouTube, Flickr, Tumblr, Pinterest and LinkedIn, etc., have become important and influential communication channels for the community. The purpose of using social media channels on behalf of REACH for Tomorrow is to support agency mission, goals, programs and sanctioned efforts, including agency news, information, marketing and branding strategies, content and directives.

2.0 Use of Social Media Sites

2.1 General Guidelines

2.1.1 Approval of Official REACH for Tomorrow Social Media Accounts:

2.1.1.1 Prior to setting up a social media account referencing and/or identifying REACH for Tomorrow, REACH for Tomorrow staff members must receive permission from the CEO or designee.

2.2 When using approved/official REACH for Tomorrow social media channels identified with REACH for Tomorrow (e.g. Facebook, Flickr, Twitter and YouTube), it is critical that members of the REACH for Tomorrow community recognize that they are representing REACH for Tomorrow to the world at all times.

3.0 REACH for Tomorrow policy and procedures regarding information use

3.1 REACH for Tomorrow policy and procedures regarding media relations,

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personal health information, rights of persons served, confidentiality and compliance apply equally to official REACH for Tomorrow social media channels.

4.0 Dialogue

- 4.1 Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future REACH for Tomorrow community members and persons served as well as other colleagues and possible future employers.
- 4.2 When engaging in dialogue on official REACH for Tomorrow social media sites:
 - 4.2.1 Statements and responses reflect REACH for Tomorrow to the world at all times.
 - 4.2.2 Expressing opinions regarding REACH for Tomorrow policies, procedures, operations and personnel are strictly prohibited.
 - 4.2.3 Exercise discretion, respect and thoughtfulness toward all dialogue participants.
 - 4.2.4 Maintain professional language and tone.
 - 4.2.5 The Federal Hatch Act prevents REACH for Tomorrow employees from using REACH for Tomorrow, equipment or identifying materials to promote political opinion or endorsement.
 - 4.2.6 Confidential or proprietary REACH for Tomorrow information or similar information of third parties, who have shared such information with you on behalf of REACH for Tomorrow, must not be shared publicly on official REACH for Tomorrow social media channels.
 - 4.2.7 If you have any questions about whether specific content is appropriate for posting on these social media sites, please contact the CEO or REACH for Tomorrow Corporate Compliance Officer.