

Social Media Policy

Social Media Policy from Paradise Pizza Handbook

The Company recognizes that employees will use social media and other cyber communications as a growing way to connect with others. As an initial point, the same principles and guidelines that apply to your activities as an employee in general, as found throughout the Handbook and your job description, apply to your activities online. This includes any form of electronic communication, including but not limited to online publishing and discussion, including blogs, wikis, file-sharing, user-generated video and audio, virtual worlds, LinkedIn and social networks whether or not associated or affiliated with our company. The Company trusts and expects employees to exercise personal responsibility whenever they participate in social media. This includes not violating the trust of those with whom they are engaging. We expect that employees utilizing social media will recognize and follow the guidelines included within this policy. You are solely responsible for what you post online. Any of your conduct that adversely affects members, customers, clients, suppliers, employees or our business interests will result in disciplinary action, up to and including termination.

Please abide by the following expectations:

- (1) Always consider the power of your comments and contemplate the impact of your post on your reputation and that of the company before you publish it.
- (2) Respect all confidential and proprietary information that you possess as a result of your relationship with the company. Secure written permission to publish or report on conversations that are meant to be private or internal to the company. Examples of confidential information include, but are not limited to, client/customer information, confidential academic information, proprietary data, development of systems, products, processes and/or technology, internal policies and memorandums, and all proposed and executed organizational strategies. Do not post internal reports, policies, procedures or other internal business-related communications.
- (3) When disagreeing with others opinions, be appropriate and professional in doing so when posting such disagreement on social media sites.
- (4) When posting about your work at the company, use your real name, identify that you work for the company and the position that you hold. Be aware of your association with the company in online social networks. If you identify yourself as an employee of the company, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.

- (5) Anytime you publish content on an external website regarding anything to do with work you do or any subjects associated with the company, use the following disclaimer: "The postings on this site are my own and don't necessarily represent the company's positions, strategies or opinions."
- (6) Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities.
- (7) Respect your audience. Don't use slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in our workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
- (8) Employees are prohibited from posting any type of photograph of any company employee, client/customer, parent, family member, or volunteer on any and all social networking sites without the express written approval of the company.
- (9) Do not create a link from your blog, website or other social posting to a company website.
- (10) The Company respects its employees' interest and willingness to convey group complaints regarding existing working conditions. While it wholly respects employees' right to discuss such concerns utilizing social media, it encourages any such concerns to be brought to the company's administration.
- (11) When the company wishes to communicate publicly as a company - whether to the community or to the general public - it has well established means to do so. Only those officially designated by the company have the authorization to speak on behalf of the company.
- (12) Refrain from using social media while on work time or on equipment we provide, unless it is work related and authorized by your manager and consistent with the company's equipment policy.
- (13) Do not use your company email address to register on social networks, blogs or other online tools utilized for personal use.
- (14) Vulgar, obscene, threatening, intimidating, harassing, discriminatory, or unlawful behaviors on social media sites may result in an employee's immediate termination.

I have read and understand the above Social Media Policy from Paradise Pizza Handbook

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