

**POLICY REGARDING USE OF SOCIAL MEDIA  
BY EMPLOYEES AND BOARD MEMBERS**

**Social Media Policy**

At River Acres WSC (RAWS), we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees, board members and contractors who work for RAWS.

**GUIDELINES**

The term "social media" includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal, or diary, personal web site, social networking or affinity web site, web bulletin board, or a chat room, whether or not associated or affiliated with RAWS, as well as any other form of electronic communication.

Ultimately, you are solely responsible for what you post online, what you post can adversely affects your job performance, the performance of other employees, and can adversely affect RAWS members, The Board of Directors and people who work on behalf of RAWS. RAWS employees and Board Directors may be terminated or removed from the board as a result of violating the social media policy.

Know and follow the rules

Carefully read the following RAWS Policies.

Statement of Ethics Policy,

Information Policy,

Computer use Policy,

Discrimination & Harassment Prevention Policy.

Ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

### **Be respectful**

Always be fair and courteous to fellow associates, customers, members, suppliers, board members or people who work on behalf of RAWS. You are more likely to resolve work-related complaints by speaking directly with your co-workers. Members are encouraged to utilize the public comment time at all the meetings. Posting complaints to a social media outlet is an ineffective way to resolve any issue. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that could be viewed as malicious, obscene, threatening, or intimidating, or that disparage members, or Board Directors. Avoid posting anything that might constitute harassment or bullying.

### **Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about RAWS members, Directors or people working on behalf of RAWS, or competitors.

### **Post only appropriate and respectful content**

- Maintain the confidentiality of RAWS private or confidential information. Do not post internal reports, policies, procedures, or other internal business-related confidential communications.
- Do not create a link from your blog, website, or other social networking site to a RAWS website without identifying yourself as a RAWS employee or board member.
- Express only your personal opinions. Never represent yourself as a spokesperson for RAWS. If RAWS is a subject of the content you are

creating, be clear and open about the fact that you are a Member and make it clear that your views do not represent those of RAWS. If you do publish a blog or post related to the work you do or information associated with RAWS, make it clear that you are not speaking on behalf of RAWS. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of RAWS."

### **Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the RAWS Computer use Policy

### **Retaliation is prohibited**

RAWS prohibits taking negative action against any associate, employee or Board Director for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate, employee or board member who retaliates against another for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination or removal from the board.

### **Media contacts**

Members, employees, and Board Directors should not speak to the media on RAWS behalf without contacting the President, Vice President or Secretary/Treasurer Corporation. All media inquiries should be directed to them.