

| STATEMENT OF POLICY AND PROCEDURE | | | |
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| Section: | NLLS Employee(s) | Effective: | May 13 2017 |
| Chapter: | Code of Ethics | Page(s): | 2 |
| Subject: | Social Media | Revised Date: | Sept 8, 2018 |
| | | | Sec 1, 3L |

SOCIAL MEDIA

1. NLLS supports the use of social media for informational and promotional purposes. NLLS employee(s) and Board are permitted to have an official presence on third party social media sites provided they adequately consider how their program and communications plan objectives will be met, understand the broader implications and risks in using social media generally and identified social media sites specifically, and the Executive Director have approved the initiative or plan.
2. Employee Use of Social Media
 - a. Similar to traditional media, the NLLS Communications team will be deemed as the sole authorized spokespersons with the role of contributing to social media discussions. These individuals will ensure that only official NLLS positions are conveyed - not an individual's personal views.
 - b. Other employee(s) may use Social Media for the purpose of providing program information and calendar events etc.
 - c. Regardless of the media being used, the authorized spokespersons must not do anything that could harm the reputation of NLLS. They must ensure that any comment on matters of NLLS policy is appropriate to their role and must respect the need to maintain politically neutral NLLS services.
3. Employee Use of Social Media as a Private Citizen
 - a. In their capacity as private citizens, NLLS employees have the same rights of free speech as other citizens, however, they may not represent NLLS on their own personal social media sites, and they are reminded that they are bound by the confidentiality section of personnel policies and must not disclose any NLLS information or content that they are not specifically authorized to disclose.

- b. Acting as a private citizen, NLLS employees must use a private email address and make every reasonable effort to make it clear that their contribution to social media sites is as a private individual, and not as a representative of NLLS.
- c. NLLS employees should remain cognizant of the fact that their presence on social media sites and statements in social media may reflect on NLLS and should conduct themselves accordingly. These personal sites must remain personal in nature and be used to share personal opinions or non-work related information. Inappropriate, offensive or derogatory comments made about NLLS or its employee(s), on an employee's personal social media site, is considered as improper posting and use of social media tools and can result in corrective action.

4. Best Practices for Using Social Media

- a. Never disclose information, including textual or visual material that is confidential or has been disclosed to the NLLS by a third party.
- b. NLLS consent form has to be signed before posting photos.
- c. Think of what you say in a post in the same way as statements you might make to the media.
- d. Don't cite or reference NLLS personnel without their approval.
- e. Be the first to correct your own mistakes.
- f. Don't alter previous posts without indicating that you have done so.
- g. Post about timely events, relevance is important.
- h. Know that people will have negative things to say, determine how you will react to their criticisms.

NLLS Executive Board Chair

Sept 8, 2018
Date of Approval