



## **TITLE: USE OF SOCIAL MEDIA**

**POLICY 3.91**

**Rev July 2015**

---

At Kokua, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and acquaintances around the world. However, the use of social media also presents certain risks and carries with it certain responsibilities. This policy is meant to offer guidelines for your use of social media and to help you avoid situations which conflict with law or Kokua policy.

We want to be clear that nothing in this policy is intended to restrict Kokua employees' right to freedom of expression under the 1<sup>st</sup> Amendment, or employees' right to discuss wages or other terms and conditions of employment.

### **A. BASIC GUIDELINES**

In the rapidly expanding world of electronic communication, social media can mean many things. 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 chat room, whether or not associated or affiliated with Kokua, as well as any other form of electronic communication.

The same principles and guidelines found in the Kokua Code of Ethics and the Policy and Procedures Manual apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any conduct that adversely affects your job performance, the performance of your coworkers, or otherwise adversely affects other Kokua employees, clients or Kokua's legitimate business interests may result in disciplinary action up to and including termination.

### **B. USING SOCIAL MEDIA AT WORK**

Refrain from using social media while on your work time or on the equipment we provide, unless it is work-related and authorized by the Administrator. Do not use Kokua email addresses to register on social networks, blogs or other online tools utilized for public use.

### **C. KNOW AND FOLLOW THE RULES**

Carefully read these guidelines, the Kokua Code of Ethics and the Kokua Policy and Procedures Manual to ensure that your postings are consistent with Kokua policy. Inappropriate postings, which may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct, will not be tolerated and may subject you to disciplinary action up to and including termination.

### **D. BE RESPECTFUL**

Always be fair and courteous to fellow employees, clients, volunteers, guardians and family members. Also, keep in mind that you are more likely to resolve work-related issues by speaking directly with your co-workers rather than by posting complaints to a social media site. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that could reasonably be viewed as malicious, obscene, threatening or intimidating, that disparages clients, families or guardians or other employees, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

**E. 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 Kokua, fellow employees, clients, families or guardians.

**F. POST ONLY APPROPRIATE AND RESPECTFUL CONTENT**

- Remember to respect the confidentiality of client information.
- Respect the medical information disclosure laws and do not disclose any HIPAA protected information.
- Do not create a link from your blog, website or other social networking site to Kokua’s website without identifying yourself as a Kokua employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for Kokua. If Kokua is the subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of Kokua, fellow employees, clients, families or guardians.
- If you do publish a blog or post online related to the work you do or subjects associated with Kokua, make it clear that you are not speaking on behalf of Kokua. 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 Kokua.”

**G. RETALIATION IS PROHIBITED**

Kokua prohibits taking negative action against any employee for reporting a possible deviation of this policy or any Kokua policy or for cooperating in the investigation of a potential policy violation. Any employee who retaliates against another employee who, in good faith, reports a possible violation of this policy or any Kokua policy or who cooperates in an investigation will be subject to disciplinary action, up to and including termination.

**H. MEDIA CONTACTS**

Employees should not speak to the media on Kokua’s behalf without contacting the Administrator. All media inquiries should be directed to the Administrator.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Name (Please print)