

PROCEDURE NO. 4-10-50

ISSUED: 11-27-12

REVISED: 10-01-23

REVIEWED: 12-27-24

SUBJECT: Social Media and Company Owned Devices

PURPOSE: To carry out the mandate of the Office of Human Resource Policy No. 4.

Woodhaven computers are not to be used by staff to access Facebook, Twitter, or other forms of social media for personal purposes. Staff should also not be using personal technology capable of accessing the internet during their shift when responsible for the safety, health, welfare and security of individuals supported.

Woodhaven social media policy prohibits any speech that tends to compromise or damage the mission, function, reputation or professionalism of the organization. Using any social media platform for derogatory language by any Woodhaven employee will not be tolerated. Woodhaven expects all employees to model appropriate behavior that is inspiring and uplifting, not derogatory.

Employees should keep in mind that when they tag Woodhaven as their employer, it can give the perception of their being an unofficial spokesperson of the agency. Any statements of an inappropriate nature involving or concerning Woodhaven or individuals supported could result in disciplinary action up to and including termination.

Employees are prohibited from using any form of video device to take pictures or record any person or activity in the work environment without obtaining authorization.

Disclaimer: This is not to infringe on the First Amendment rights of staff, but to protect the confidentiality and reputation of the individuals supported and the agency as well as to protect the employee from libel or defamation.

Pictures of individuals supported may only be posted to social media sites by management personnel or the individuals themselves or staff helping individuals supported update their accounts.

An employee who uses company owned devices (computers, cell phones, company email, etc) to view, download or upload any inappropriate websites may be subject to immediate termination of employment. Company cell phones are not to be used to share personal information or to discuss any Woodhaven business that is not directly related to your position. In the event of litigation or legal requests, employees may be required to provide access to their company-owned devices and communication records for investigation. Cooperation in these matters is mandatory.

Woodhaven operates several social media assets, including a Facebook page, Twitter account, blog, Instagram and Youtube channel. These accounts may only be updated by employees designated and approved by the Chief Executive Officer.

Content shared on these online assets should not contain images of individuals and employees who have not given their consent (or the consent of the guardian) and should only include their first name. All individuals and employees have the right to request that their likeness not be used in support of or promotion for the organization.

Approved by: _____

Date: _____

Human Resource Director