

Chapter Title	Section #	Subject #	
Human Resources	HR	518.2	
Subject Title	Adopted	Last Revised	Reviewed
Social Media	1/13/15	11/29/17	8/18/15; 11/29/17

PROCEDURE

Application

This procedure shall apply to all employees of The Right Door for Hope, Recovery and Wellness. The purpose of this policy is to ensure quality and appropriate use of approved/official The Right Door for Hope, Recovery and Wellness social media channels for promotion and information at The Right Door for Hope, Recovery and Wellness.

1.0 Social Media Sites Purpose

Social media sites like Facebook, Twitter, YouTube, Flickr, Tumblr, Pinterest and LinkedIn, etc., have become important and influential communication channels for the community. The purpose of using social media channels on behalf of The Right Door for Hope, Recovery and Wellness is to support agency mission, goals, programs and sanctioned efforts, including agency news, information, marketing and branding strategies, content and directives.

2.0 Use of Social Media Sites

2.1 General Guidelines

2.1.1 Approval of Official The Right Door for Hope, Recovery and Wellness Social Media Accounts:

2.1.1.1 Prior to setting up a social media account referencing and/or identifying The Right Door for Hope, Recovery and Wellness, The Right Door for Hope, Recovery and Wellness staff members must receive permission from the CEO or designee.

2.2 When using approved/official The Right Door for Hope, Recovery and Wellness social media channels identified with The Right Door for Hope, Recovery and Wellness (e.g. Facebook, Flickr, Twitter and YouTube), it is critical that members of The Right Door for Hope, Recovery and Wellness community recognize that they are representing The Right Door for Hope, Recovery and Wellness to the world at all times.

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3.0 The Right Door for Hope, Recovery and Wellness policy and procedures regarding information use

- 3.1 The Right Door for Hope, Recovery and Wellness policy and procedures regarding media relations, personal health information, consumer rights, confidentiality and compliance apply equally to official The Right Door for Hope, Recovery and Wellness social media channels.

4.0 Dialogue

- 4.1 Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future The Right Door for Hope, Recovery and Wellness community members and consumers as well as other colleagues and possible future employers.
- 4.2 When engaging in dialogue on official The Right Door for Hope, Recovery and Wellness social media sites:
- 4.2.1 Statements and responses reflect The Right Door for Hope, Recovery and Wellness to the world at all times.
 - 4.2.2 Expressing opinions regarding The Right Door for Hope, Recovery and Wellness policies, procedures, operations and personnel are strictly prohibited.
 - 4.2.3 Exercise discretion, respect and thoughtfulness toward all dialogue participants.
 - 4.2.4 Maintain professional language and tone.
 - 4.2.5 The Federal Hatch Act prevents The Right Door for Hope, Recovery and Wellness employees from using The Right Door for Hope, Recovery and Wellness time, equipment or identifying materials to promote political opinion or endorsement.

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4.2.6 Confidential or proprietary The Right Door for Hope, Recovery and Wellness information or similar information of third parties, who have shared such information with you on behalf of The Right Door for Hope, Recovery and Wellness, must not be shared publicly on official The Right Door for Hope, Recovery and Wellness social media channels.

4.2.7 If you have any questions about whether specific content is appropriate for posting on these social media sites, please contact the CEO or The Right Door for Hope, Recovery and Wellness Corporate Compliance Officer.

Robert Lathers, CEO	Date		