

**Social Media Guidance**

Northwest Michigan Community Action Agency (NMCAA) understands that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers. 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, NMCAA has established these guidelines for appropriate use of social media.

**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. This includes your own or someone else’s blog, journal or diary, personal web site, social networking or common interest web site, web bulletin board or a chat room, whether or not associated or affiliated with NMCAA, as well as any other form of electronic communication. 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 of your conduct that adversely affects your job performance, the performance of fellow staff/volunteers or otherwise adversely affects students and their families, suppliers, people who work on behalf of NMCAA interests may result in disciplinary action up to and including termination of the Collaborative Center partnership.

**Be respectful**

Always be fair and courteous to fellow staff/volunteers, students and their families, suppliers or people who work on behalf of NMCAA. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers/supervisor instead of posting complaints to a social media outlet. Refrain from posting complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage students and their
families, staff, volunteers or suppliers, 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.

**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 as soon as possible. The Internet archives almost everything; therefore, even deleted postings can be searched. Never post any rumors or information that you know to be false about NMCAA, fellow staff, students and their families, volunteers, suppliers, partner agencies, or people working on behalf of NMCAA.

**Post only appropriate and respectful content**

* Maintain the confidentiality of all NMCAA private or classified information including NMCAA Confidential Business Information. Do not post confidential communications.
* Maintain the confidentiality of all students and families including any personal identifying information, Protected Health Information, enrollment status, personal family stories, behavior concerns, or any other private knowledge you have.
* Express only your personal opinions. Never represent yourself as a spokesperson for NMCAA. If NMCAA is a subject of the content you are creating, be clear and open about the fact that you are a Collaborative Center staff or volunteer and make it clear that your views do not represent those of NMCAA, fellow staff, volunteers, suppliers, or people working on behalf of NMCAA.
* Collaborative Center employees must not use NMCAA intellectual property for their own or others’ commercial purposes and must follow all applicable trademark, copyright, and other intellectual property laws when posting. A violation of this policy may result in disciplinary action, up to and including termination of the Collaborative Center partnership.

**Using social media at work**

Refrain from using social media for personal use on equipment NMCAA provides. Do not create a Facebook page on behalf of your program without permission from your Collaborative Center Director.

**Know and follow the rules**

Carefully read these guidelines to ensure your social media posts are consistent with these policies. Inappropriate posts that 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 the termination of the Collaborative Center contract.

**Media contacts**

Collaborative Center staff or volunteers are not permitted to speak to the media on NMCAA’s behalf. Direct all media inquiries regarding NMCAA’s practices and/or activities to Shannon Phelps at (231)947-3780.



***“NMCAA leads in strengthening our communities by empowering people to overcome barriers, build connections and improve their quality of life”***