

## **Social Media Policy Guidelines**

(a) **Use Common Sense:** Always consider what you're posting and whether that information could have a negative impact on yourself, a co-worker, the Board or a community partner. Once you've posted something, it's available to everyone -- it takes very little effort for those in your networks to spread what you share, and you cannot get it back once it's out there. Additionally, it's searchable. If you find yourself hesitating over a post, a photo, or comment, posting it is likely unwise. If you're unsure, ask your supervisor for his/her take.

**Identify Yourself Properly:** Be aware that your comments may be construed by journalists, community partners and community members as the thinking of the Board. If you identify yourself as an employee of the Board on your social media profile, you must also indicate that your postings represent your opinions alone.

Only designated staff are permitted to post on the Board's online platforms, or on behalf of the Board. Additionally, the use of SDOB logos is reserved for official department accounts.

(b) **Be Respectful:** Be fair and courteous.

If you choose to use social media to air board-related complaints and issues, avoid making comments or statements that could be viewed as malicious, threatening, or intimidating, that will violate any other Board Rules of Order, including equal employment opportunity and anti-harassment policies and policies or agreements pertaining to the confidentiality of Board information.

(c) **Don't Share Confidential or Proprietary Information:** It is inappropriate to disclose or use the Board's confidential or proprietary information, or any confidential or personal information of any board or staff member or partner (including their real name and/or photograph) on the Internet without specific authorization permitting you to do so.

If a member of the media contacts you about a board-related posting or requests SDOB information of any kind, please contact the city attorney. When in doubt, staff members should contact the city attorney for clarification on whether specific information is confidential, personal, or proprietary before posting it on the Internet.

(e) **Don't Copy Without Attribution:** For the protection of the Board, as well as its staff members, please abide by the laws governing copyright and fair use of copyrighted material owned by others, including the Board's own copyrights, logos and brands. Board members should never quote more than short excerpts of someone else's work with proper credit and attribution. You should also provide a link to any other person's work they have referenced.

(f) **Report Inappropriate Behavior:** SDOB strives to create a workplace that is free from discrimination or harassment, and the Board takes steps to remedy any problems. If you encounter an inappropriate situation on the Internet or in any social media that you believe is work-related, please bring this to the attention of the SDOB either through the president, secretary, city attorney, or the whistle-blower hotline.

To the extent that the SDOB is informed of inappropriate information that any board members post on the Internet and/or through other social media, SDOB may take action, up to and including reporting to the Ethics Commission, if it determines that such postings reflect poorly on the SDOB or to the extent that they indicate that any employee is not qualified for their job.

Employee speech is protected in many circumstances under Section 7 of the National Labor Review Act. Especially protected is your right to engaged in concerted activities to improve your working conditions and wages. Unprotected speech includes threats of violence, harassment, bullying and malicious untruths.

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