



# **BARNFIELDS EXTRA**

## **Before and After School Club**

### **Use of Social Media**

#### **Policy**

This policy provides guidance for employees use of social media,, which should be broadly understood for purposes of this policy, to include blogs, wikis, micro blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to share information with others in a contemporaneous manner.

#### **Procedures**

- The following principles apply to professional use of social media on behalf of Barnfields Extra as well as personal use of social media when referencing Barnfields Extra.
- Employees need to know and adhere to Barnfields Extra's company's policies.
- Employees should be aware of the effect their actions may have on their image, as well as on Barnfields Extra's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that Barnfields Extra may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to Barnfields Extra, its employees or clients.
- Although not an exclusive list, some specific examples of prohibited social media conduct include: posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- Employees are not to publish post or release any information that is considered confidential or not public. If there are questions about what is considered confidential employees should check with their manager.
- Social media networks, blogs and other types of online content sometimes generate press and media attention on legal questions. Employees should refer these inquiries to authorised Barnfields Extra spokespersons.

- If employees find or encounter a situation while using social media that threatens to become antagonistic employees should disengage from the dialogue in a polite manner and seek the advice of a manager.
- Employees should get appropriate permission before they refer, or post images, of current or former employees, or clients. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other property related to Barnfields Extra.
- Social media use should not interfere with employees responsibilities at Barnfields Extra. Barnfields Extra computers are to be used for business purposes only. When using Barnfields Extra computers the use of social media for business purposes is allowed. Personal use of social media networks or personal blogging on line, during working hours and on Barnfields Extra's computes, is not allowed and could result in disciplinary action.
- Subject to applicable law, after hours online activity that violates Barnfields Extra's policies may subject an employee to disciplinary action or termination.
- If employees publish content after hours that involves work or subjects associated with Barnfields Extra, a disclaimer should be used, such as '***the postings on this site are my own and may not represent Barnfields Extra's position, strategy or opinion***'.
- It is highly recommended that employees keep Barnfields Extra related social media accounts separate from personal accounts.