



Community Foundation of Greater Birmingham Social Media Policy

This Social Media Policy governs the publication of and commentary on social media by Community Foundation of Greater Birmingham (CFGB) personnel, members of its board of directors and any other persons, such as committee members, who might have access to confidential or proprietary information about CFGB. Social media includes, but is not limited to, personal blogs; sites such as Facebook, LinkedIn, Twitter, or Instagram; personal websites or other online journals; or video or wiki postings.

To communicate freely and openly with donors, grantees, and members of the public, CFGB itself maintains a social media presence. CFGB continually seeks out new and improved methods of communication and will add different forms of social media as it deems appropriate. CFGB is committed to protecting CFGB's identity, integrity, and reputation in a manner consistent with its values and policies. Accordingly, CFGB has given authority to certain CFGB personnel to maintain its social media presence and may invite others to submit postings.

The same use and restrictions that are described in the Information Technology Policy apply when using social media and should not violate any of CFGB's other policies or regulations. Similarly, CFGB's employment policies, including those regarding equal opportunity and prohibiting harassment also apply to employees' social media activities. Because social media can blur the lines between personal voice and institutional voice, this Policy will help clarify how best to enhance and protect personal and professional reputations when participating in social media.

As a private (i.e., non-government) employer in Alabama, CFGB can limit employees' off-duty conduct. While CFGB has no interest in limiting employees' right to engage in lawful activity, if such activity impairs CFGB's mission or the employee's ability to effectively perform his or her duties, we will address that behavior. In general, we will take the least amount of action we deem necessary to protect our mission but that decision is entirely within our discretion.

Access to CFGB Social Media

Access to post as CFGB on CFGB's social media is managed by the Director of Marketing and Communications. If an employee wants to comment on behalf of CFGB, it should be pre-approved by the CEO or the Director of Marketing and Communications. Posts on CFGB's social media should not be negative and should be supportive of others rather than be competitive.

Responses to Social Media

Spam and/or comments received on CFGB's social media will be moderated. The Director of Marketing and Communications will exercise his or her discretion in moderating, including deleting comments.

Accuracy and Facts

CFGB posts and comments will be accurate and factual. Every effort should be made by the Director of Marketing and Communications or anyone else posting on CFGB's social media to get accurate and factual information before posting it. For others who want to make comments through non-CFGB social media, the best way to make comments is to comment only on topics they can speak clearly about and on topics they know well. If an employee is unsure about a comment they want to make, the employee should contact the Director of Marketing and Communications.

Confidentiality and Privacy

CFGB will not post confidential and proprietary information. It's perfectly acceptable to talk about CFGB's work and have a dialog with the community, but it's not acceptable to publish confidential information. Special care should be taken in sharing any information based on knowledge gained through your work with CFGB. The section on Confidentiality and Security on pages 2-3 of the Information Technology Policy provides more information about this subject.

Conflict of Interest

Employees posting on social media (including personal social media outlets) about any issue affecting CFGB will disclose any conflict of interest and will not conceal their identity or that they work for CFGB. Employees can refer to CFGB's Conflict of Interest Policy for more guidance.

Respect of Copyright Laws and Original Source Materials

It is critical that employees show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CFGB. CFGB will link directly to online references and original source materials. Employees should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source.

Respect of the Social Media Audience

The public in general, and CFGB's donors, employees, nonprofit partners, and board members, reflect a diverse set of customs, values, and points of view. Employees will not post (whether on CFGB's or personal social media) anything contradictory or in conflict with CFGB's website. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.), but also topics that may be considered objectionable or inflammatory - such as controversial movements, politics and religion. In general, comments should support the mission and messages of CFGB. The section on Content of Communications

and Unacceptable Uses of the Internet, Email and Phone/Voice Systems are covered in the Information Technology Policy on pages 9-10 also applies to social media.

Misrepresentations and Mistakes

If an employee finds a misrepresentation or inaccurate statement made about CFGB in the media, he or she should report it immediately to the Director of Marketing and Communications rather than attempting to engage on behalf of CFGB.

If an employee makes an error, he or she should be up front about the mistake and correct it quickly. If an earlier post is modified, the employee will make it clear that it has been modified. If someone accuses CFGB or an employee of posting something improper, CFGB shall deal with it quickly to lessen the possibility of a legal action. Again, employees should not attempt to engage on behalf of CFGB; report it to the Director of Marketing and Communications.

Endorsements

CFGB posts will not promote a product, a political party or political candidate. While employees may work for a particular political cause or candidate on their own time, they should be careful about engaging in activity that could affect CFGB's mission or impair their ability to effectively perform their jobs.

Media Inquiries

Media inquiries about CFGB and our current and potential donors, employees, partners, and competitors should be referred for coordination and guidance to the Director of Marketing and Communications.

Personal Use of Social Media – What is prohibited?

CFGB respects the right of its personnel to write blogs and use social media and social networking sites. CFGB does not want to discourage its personnel from self-publishing and self-expression, and CFGB takes a neutral position toward personnel who use Social Media in connection with personal interests and affiliations, or for other lawful purposes. However, CFGB personnel are expected to follow the guidelines and policies set forth to make clear that their comments and posts are made by them as an individual, not by them as an employee, agent, or representative of CFGB. If an employee's social media activity (even on a personal social media outlet) interferes with CFGB's mission or otherwise impairs the employee's ability to effectively perform his or her duties, CFGB will request that the employee retract the post or issue an apology. In certain extreme circumstances, at its discretion, CFGB may terminate an employee's employment as the result of social media activity.

Here are some general guidelines:

Do Not Speak for CFGB Unless We Authorize It. Unless specifically authorized in writing by the President and CEO or the Director of Marketing and Communication, CFGB personnel are not authorized to, and therefore are restricted from, speaking on behalf of CFGB through social media.

Do Not Post Confidential or Proprietary Information. CFGB personnel must adhere to CFGB's Confidentiality Policy in their use of social media. This means they may not discuss any confidential and/or proprietary work-related matters or information through social media. Likewise, personnel may not post through social media confidential and/or proprietary donor, grantee or CFGB-related documents, or post any information that would violate CFGB's Confidentiality Policy.

Do Not Post What Could Get You in Trouble Legally. An employee is personally responsible for their commentary and posts through social media. An employee can be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary or libelous.

Limit Your Use of Our Equipment to Post on Social Media. As with all personal use of CFGB's information technology resources, use of CFGB's IT resources to conduct personal social media activities should be kept to a minimum and not disrupt work activities. Excessive or inappropriate personal use of CFGB's IT resources for social media purposes will be subject to disciplinary action, up to and including termination.

When using social media, an employee must use their personal e-mail address and may not use their CFGB e-mail address as the employee's means of identification and communication.

Do Not Violate Our Policies in Your Social Media Activities. If an employee chooses to identify himself or herself as a CFGB employee, board member, or volunteer through social media, please understand that some readers may view the employee as a spokesperson for CFGB. Because of this possibility, we ask that when using social media, the employee state clearly that he or she is speaking on behalf of himself or herself, that the employee's comments, posts, and views are their own, and that the employee is not authorized to speak on behalf of CFGB. Keep in mind that even with such a disclaimer, an employee's comments may affect CFGB, so employees should not violate any CFGB policies in their posts. If a personal post affects CFGB's operations, it could have consequences. If an employee has a question about what he or she should or should not post, seek guidance from the Director of Marketing and Communications.

No Expectation of Privacy

Personnel are cautioned that there is no expectation of privacy while using social media. Postings can be reviewed by anyone, including donors, potential donors, coworkers, and CFGB. CFGB will monitor comments, posts, blogs, forums, and discussions about CFGB, its personnel, its donors, its grantees and community foundations generally that are posted on the Internet or otherwise publicly available.

Reporting Violations

CFGB requests and strongly urges employees to report any violations, or possible or perceived violations, of this Policy to supervisors or the CEO. Board members and volunteers are encouraged to report violations to the Board Chair or CEO. In particular, CFGB would request that a person reporting a violation provide a snapshot and/or printout of the page(s) that contains the possible or perceived violation so that CFGB may examine the entire context of the alleged

violation. In reporting a violation, do not increase its scope by commenting on it or otherwise circulating it to others.

Discipline for Violations

Any employee who violates this Policy will be subject to disciplinary action up to and including termination from employment or affiliation with CFGB and possible legal action. If necessary, CFGB reserves the right to advise appropriate legal officials of any possible legal noncompliance. Violations by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.

Acknowledgment, Consent and Agreement Form

The Social Media Policy form attached hereto shall be completed and returned to CFGB for filing as soon as possible. Signed forms will be on file at the CFGB office.

Amended, Approved by the Board of Directors on March 21, 2019



**Community Foundation of Greater Birmingham
Social Media Policy**

I acknowledge that I have received, read and understand the Social Media Policy. I consent to, and agree to be bound by, the terms and conditions set forth in this Policy, including future updates to this Policy. My commencement or continuation of employment or affiliation with CFGB further evidences and indicates such acknowledgment, consent and agreement.

Date: _____

Signature: _____

Printed Name: _____

Title/Role: _____

Once this form is signed, the employee should keep the copy of the Policy for future reference and turn in only this completed page to the Chief Financial Officer to be kept on file at CFGB.