A close-up of a logo

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**CHILD AND FAMILY SERVICE OF SAGINAW COUNTY**

Social Media Policy

**Definition:**

A social media policy is a set of guidelines and rules established by an organization to govern the use of social media by its employees, representatives, or members. The purpose of such a policy is to ensure that individuals associated with the organization use social media responsibly, professionally, and in a manner that aligns with the organization's values and goals. Here are some key elements that are typically included in a social media policy

**Guidelines for use:**

1. Employees should have awareness of the separation of their personal opinions from those of Child and Family Services of Saginaw County. Employees should never act as an agency spokesperson or engage in commentary that might be construed as being representative of the viewpoints of Child and Family Services. It is best to include a statement such as “The postings on this site are my own and do not necessarily reflect the views of the organization.”
2. If an employee decides to post complaints or criticisms of the agency, they must avoid making statements, or sharing photographs, videos, or audio that could reasonably be viewed as maliciously false, obscene, threatening, or intimidating. Additionally, employees should not post content that defames clients, competitors, vendors, or colleagues, or that could constitute harassment or bullying. Posting confidential information about clients and/or the agency's business is strictly prohibited.
3. Posts concerning the agency, staff, community partners, or those working on behalf of the agency should be truthful. Any inaccurate or mistaken information posted should be followed by discipline, up to and including termination of employment, should the employee fail to comply with the Social Media Policy.
4. An employee should not create a link from their blog, website or other social networking sites to the organization’s website without identifying themselves as a staff member.
5. Employees are encouraged to report violations of this policy. Child and Family Services prohibits retaliation against any employee for reporting a possible deviation from this policy or cooperation in an investigation.

Where applicable, the organization complies with state laws concerning access to an employee's personal social networking account, including restrictions concerning employer requests for an employee's username and/or password. The agency has the right to monitor employee’s participation in social media sites without consent of the employee.

Nothing in this policy is designed to limit an employee's right under Section 7 of the National Labor Relations Act, including discussing wages or other terms of employment. Questions should be directed to your supervisor.

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