



Social Media Policy

Policy Statement

This policy applies to The Alaska Community Foundation's (the "Foundation") personnel who may possess confidential or proprietary information about the Foundation. This policy does not supersede the Foundation Board's oversight of the political involvement of Foundation personnel.

Purpose and Scope

In order to communicate freely and openly with donors, grantees, and members of the public, the Foundation itself maintains a social media presence, including through its website, Facebook, Twitter, newsletter emails, and LinkedIn. The Foundation continually seeks out new and improved methods of communication and will add different forms of social media as it deems appropriate. Accordingly, the Foundation has given authority to certain Foundation personnel to maintain its social media presence and may invite others to submit postings. This policy does not cover these activities.

The Foundation takes no position on an employee's decision to start or maintain a blog or participate in other social media or social networking (collectively referred to as "Social Media") activities. However, it is the right and duty of the Foundation to protect itself from unauthorized disclosure of confidential and/or proprietary information and from having the Foundation personnel indicate that they are speaking on behalf of the Foundation when they are not authorized to do so.

Social Media includes, but is not limited to, personal blogs; sites such as Facebook, LinkedIn, Instagram, Pinterest, Reddit, Snapchat, Tumblr, and Twitter; video or wiki postings; chat rooms; personal websites; or other similar forms of online journals, diaries, or personal newsletters not affiliated with the Foundation.

Personal Use of Social Media

The Foundation respects the right of its personnel to write blogs and use social media and social networking sites. The Foundation does not discourage personnel from self-publishing and self-expression, and the Foundation takes a neutral position toward personnel who use Social Media in connection with legal personal interests and affiliations, or for other lawful purposes. However, the Foundation personnel are expected to follow the guidelines and policies set forth to make clear that

comments and posts are made as an individual, not as an employee, agent, or representative of the Foundation.

Unless specifically authorized in writing (in job descriptions or otherwise) by the President & CEO of the Foundation, personnel are not authorized to, and therefore are restricted from, speaking on behalf of the Foundation through Social Media.

Foundation personnel must adhere to the Foundation's Policy on Confidentiality 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 Foundation-related documents, or post any information that would violate the Foundation's Policy on Confidentiality.

Personnel are responsible for their commentary and posts through Social Media. Personnel can be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary or libelous.

As with all personal use of the Foundation's information technology resources, use of the Foundation'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 the Foundation's IT resources for Social Media purposes will be subject to disciplinary action, up to and including termination.

Personal use of Social Media must always use a personal e-mail address as a means of identification and communication, never a Foundation e-mail address.

Personnel who choose to identify themselves as a Foundation employee, board member, or volunteer through Social Media, must understand that some readers may view them as a spokesperson for the Foundation. Because of this possibility, the Foundation requires personnel, members of its Board of directors, and to any other persons, such as committee members when using Social Media, to state clearly they are speaking on behalf of themselves and the comments, posts, and views are their own, and they are not authorized to speak on behalf of the Foundation.

Monitoring

Personnel are cautioned they should have no expectation of privacy while using Social Media. Postings may be reviewed by anyone, including the Foundation. The Foundation may monitor comments, posts, blogs, forums, and discussions about the Foundation, its personnel, its donors, its grantees and community foundations generally that are posted on the Internet or otherwise publicly available.

Reporting Violations

The Foundation requests and strongly urges personnel to report any violations, or possible or perceived violations, of this policy to supervisors or the Foundation President & CEO. Board members and volunteers are encouraged to report violations to the Board Chair or the Foundation President & CEO.

In particular, if a statement is encountered that could be damaging to the Foundation, the Foundation requests a snapshot and/or printout of the page(s) that contains the violation is provided so the Foundation may examine the entire context of the alleged violation.

Discipline for Violations

In the case of Foundation personnel, violation of the Foundation's Social Media policy will result in disciplinary action, up to and including termination, depending on the nature and severity of the violation. The Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct.

Policy Adoption, Review, and Revision History

Policy: Social Media Policy

Date	Action taken	Comments
2016.11.14	Approved by the ACF Board	

Next Bi-Annual Review Date: 2017.11