



Center For Family Services Employee Social Media Guidelines

At Center For Family Services we engage our donors, employees, funders, and community partners beyond the walls of our sites; you can find Center For Family Services on Facebook, Twitter, Instagram, YouTube, and our website, centerffs.org. These guidelines will give you a better idea on how to engage with us on social media, best practices on both your personal and organization social media accounts, and what to do if you're interested in creating a program social media account.

Our social media handles

Twitter: @centerffs

Facebook: @centerffs

Instagram: @centerffs

LinkedIn: Center For Family Services

Guidelines for an individual employee's personal use of social media

As a Center For Family Services employee, you are viewed by our clients, partners, and other outside parties as a representative of Center For Family Services. Whether or not you specifically reference or discuss your work, your participation on social media platforms is a reflection on Center For Family Services.

- Honor Our Differences. Center For Family Services will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).
- Social media is a place to have conversations and build connections, whether you're doing it for Center For Family Services or for yourself. The connections you'll make on social media will be much more rewarding if you remember to have conversations rather than push agendas.
- Everything you post online can be traced back to you, so be sure what you post is appropriate before you post it. Your post may be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just your own that may not stop someone else online from complaining about your activity and noting that you work for Center For Family Services.
- Be conscious when mixing your business and personal lives. Online, your personal and business personas are likely to intersect. Center For Family Services respects the free speech rights of all of its employees, but you must remember that clients, partners, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information of Center For Family Services (including confidential information), and be aware that

taking public positions online that are counter to Center For Family Services interests might cause conflict.

- When in doubt, do not post.

Internet Use During Work Hours

As is stated in the agency's "Computer Usage Policy", employees are generally not permitted to use the internet during work hours for personal reasons. This includes accessing social networking websites from a work computer or another device while at work for personal reasons.

Discussion of Work-Related Activities in Agency, Personal Profiles, or Blogs

Center For Family Services Staff should refrain from discussing work-related activities in personal blogs and on all social media platforms including Facebook profiles, Instagram accounts, LinkedIn profiles, and Twitter accounts. Discussing work-related activities, in some cases, may be violation of privacy laws as well as other regulations. Staff should not discuss confidential information within private messages on these sites.

Staff are prohibited from making false or defamatory statements about the agency, any of its employees, or its clients on personal and agency social networking sites.

Staff may not post pictures or other identifying information of clients, their families, or Center For Family Services staff on personal and agency social networking sites unless prior permission is granted. Prior permission must be obtained through the Public Relations department and with the use of the agency's Media Consent form.

Interactions with Clients on Social Networking Websites

Employees should not befriend or otherwise interact with current or former clients on their personal social networking websites. This is a clear violation of ethical standards and is strictly prohibited.

In most situations, staff does not maintain communication with former clients. If such communication is appropriate or deemed necessary, it must be with the knowledge and oversight of the supervisor. Staff is only permitted to correspond with current clients through agency email, phone, or in person; communication through social networking sites or personal email is prohibited. Professionally licensed employees should also review the ethical standards relating to the nature of interactions with former clients and the time frames relating to such interactions.

Interactions with Coworkers on Social Networking Websites

Employees should exercise discretion in befriending or interacting with co-workers on social networking websites. Employees should be aware that in some cases, courts have found employers and their employees liable for conduct that occurred outside of work in some employment-related cases.

Supervisors are discouraged from befriending or interacting with supervisees on social networking websites. Such interactions blur professional boundaries and may result in liability to the supervisor and the agency.

Employees and supervisors may choose to befriend each other on professional networking websites such as LinkedIn. Contacts must be limited to the purpose of professional development and networking information should accurately represent one's scope of responsibilities and position within the agency.

Consequences of Violations

Information posted on social networking websites is considered public. As such, violations of the above stated policies or current law regarding false, misleading, or defamatory information will lead to corrective action up to and including termination.

Center For Family Services' Twitter Engagement Guidelines

Twitter asks a very basic question of its users: "What's happening?" And we know the answer to that question – we're working every day to help people live better lives.

Through our Twitter account we aim to provide employees, partners, donors, funders, and volunteers with information on Center For Family Services' major activities and initiatives – from Project Backpack and the Holiday Gift Project to success stories, the services we offer, and the relationships we're building in the community.

We invite Center For Family Services employees to follow us on Twitter, engage in conversation, and help us spread the word about the great services we offer.

Here are a few things you should know about our Twitter engagement:

- Our Official Center For Family Services Twitter team is responsible for engaging followers through our page. To avoid confusion, we ask that you not attempt to respond to inquiries or comments directed specifically to Center For Family Services or asking for an official agency response on this site. We also ask that no employee, volunteer, or program creates their own Twitter account to represent their specific program unless vetted and approved by the Public Relations Department.
- We are committed to having a dialogue with our followers. We count on you to use @ messages in a way that contributes to the dialogue.
- We strive to respond to as many relevant questions and comments as possible, but we reserve the right to use our judgment in selecting the messages we respond to.

Center For Family Services' Facebook Engagement Guidelines

We are excited that you are interested in joining us on our Facebook page! At Center For Family Services, our purpose is to help families, individuals, and children in our community live self sufficient, productive lives. Our Facebook page is used to connect community members to our mission; recruit and inspire volunteers, promote events and campaigns, educate our "Fans" about our various programs, share our successes, and connect with our partners. We invite each and every one of our employees to "Like" and "Follow" our Facebook page as an easy way to stay connected to updates and news throughout the agency. We ask all Center For Family Services staff to follow these guidelines:

1. **Know the rules.** Before engaging in Facebook, or any other social media property, make sure

you read and understand Center For Family Services' Social Media policy. In any and all interactions make sure that you don't share confidential or private information about the agency's business operations, services, or clients; respect financial disclosure laws; and do not say you speak for Center For Family Services without express written authorization from the agency to do so.

2. **Remember that we have a dedicated FB team tasked with sharing pictures, news, stories, updates, etc.** Our Official Center For Family Services Facebook team is responsible for engaging donors, partners, community members, volunteers, and employees through our page. To avoid confusion, we ask that you not attempt to respond to inquiries or comments directed specifically to Center For Family Services or asking for an official agency response on this site. We also ask that no employee, volunteer, or program creates their own Facebook page to represent their specific program (exceptions are noted below and include further guidelines and expectations). To best represent Center For Family Services' continuum of care and to show our breadth of services it is important that only one agency Facebook page exists.
3. **Consider using company established channels for job-specific issues.** While we encourage employees to join our Facebook community and participate in conversations with our other users, we encourage you to direct your complaints or concerns about your job or working environment to your supervisor. We encourage staff to review Center For Family Services' Grievance Policy for further questions regarding the reporting of complaints and concerns in the workplace.

Center For Family Services' Instagram Guidelines

Instagram allows Center For Family Services to share our stories of vision, hope, and strength in a visual way. Our Instagram page is used to share stories of success, connect with and thank donors, highlight our staff's work, and promote upcoming events and campaigns. We invite all staff to follow us on Instagram and engage with our posts and stories. We ask all staff to follow these guidelines:

1. Review and follow Center For Family Services's employee social media guidelines. Keep these in mind while using social media and be sure to avoid discussing confidential and private information related to agency's business operations, clients, and services.
2. Do not respond to inquiries or comments specifically directed toward Center For Family Services. Our Instagram team is available to handle these matters as they arise. The team is also responsible for sharing photos, stories, and other updates. If you have approved photos you'd like included on the agency's Instagram page, please forward to a member of the Public Relations team.
3. We encourage all Center For Family Services' employees to engage with our interactive Instagram stories but reserve the right to use judgement in selecting those we highlight.

Center For Family Services LinkedIn Engagement Guidelines

Specifically aimed at professionals, LinkedIn encourages you to tell others about the work you do and share your passion. Through the social networking site, users can add people as contacts and send them messages, update their personal profiles to notify contacts about their activities, and can join groups in order to communicate with other professionals within the same sector.

Additionally, LinkedIn is both an expression of your personal brand, as well as our organization's brand.

In order to ensure all actions on LinkedIn are aligned and consistent with the organization's core values, we have come up with a few guidelines to provide helpful and practical advice for you when operating on LinkedIn as an identifiable employee of Center For Family Services.

LinkedIn Guidelines:

1. **Understand existing policies.** Know and follow Center For Family Services' employee social media guidelines.
2. **Identify yourself.** Add [Center For Family Services](#) and your current role to the "Experience" tab of your personal LinkedIn profile; doing so automatically makes you a follower of our Company Page and enables you to easily share organization updates.
3. **Be aware of your association with Center For Family Services.** Ensure your profile and related content is consistent with how you wish to present yourself with colleagues and managers. Networking information should accurately represent one's scope of responsibilities and position within the agency.
4. **Interact with coworkers.** Employees may choose to befriend each other on professional networking websites such as LinkedIn. Contacts must be limited to the purpose of professional development.
- **Protect confidentiality.** It is important that you do not disclose confidential information belonging to Center For Family Services, partners, and/or the individuals we serve. We strive to maintain privacy and confidentiality and do not want to risk violating this.
5. **Respect your audience.** Remember that Center For Family Services is an organization whose employees and program participants reflect a diverse set of customs, values, and point of views. With that in mind, do not use slurs, discriminatory remarks, and obscenities or engage in any similar conduct that would not be appropriate or acceptable at Center For Family Services' workplace.
6. **Use your best judgment.** Always use good judgment and common sense in deciding what you publish. If you are about to publish something that you're unsure about and it is related to Center For Family Services daily operations, please feel free to discuss with the Development/Public Relations Department prior to posting.
7. **Add value.** Center For Family Services is best represented by its staff and everything you publish online reflects upon it. We encourage you to not only share content published by our Company Page, but to also add your unique perspective and insight, and share brand-boosting stories that are best told by you, the social change agent.
8. **Foster community.** We are an organization of over 1,000 employees, but even more important, we are one team. We encourage you to connect with your colleagues on LinkedIn and actively promote each other, share congratulations on one another's achievements, and affirm co-workers' skills by providing LinkedIn endorsements.

Through LinkedIn interactions and activities, Center For Family Services' most valuable asset – the expertise of its staff – can be shared with partners, professionals, and the communities in which we operate. LinkedIn offers the opportunity for our staff network to be aware of and participate in the sphere of information and idea exchange.

Additional Center For Family Services Facebook Pages, Twitter Accounts, and Instagram Accounts

We understand that certain circumstances allow for additional Center For Family Services' programmatic social media accounts. Examples may include a requirement in a grant or funding or a special initiative that focuses on a certain demographic or population. Before starting your own page, please contact the Public Relations Department and your Vice President for approval. Public Relations will share the Social Media Manual and work together with you to discuss the pros and cons of creating an account, tips for success, guidelines, page goals and more. By exploring these concepts, the Public Relations team and the program will determine if a program social media account is the best outcome.

If your request to create a program social media account has been approved, the following guidelines and expectations are required:

- The page must clearly mention that its initiative falls under Center For Family Services umbrella of services:
 - Center For Family Services logo must be visible in the cover photo
 - Center For Family Services must be mentioned in page description
- The page must follow Center For Family Services social media accounts and promote Center For Family Services posts and events (if applicable).
- Public Relations Department must be made an Administrator of your page so it can track its usage or posts.
- The page should refrain from posting controversial or offensive language that may tarnish Center For Family Services image.
- If a staff member who has access to social media account becomes unemployed by Center For Family Services, the Public Relations Department must be notified immediately so that the employee is removed as an administrator from the account.
- Photos of clients and community members may only be posted on social media accounts if a Media Consent form has been signed and turned into the Public Relations Department.

We ask that all staff that have administrative access to a Center For Family Services run social media account uses good judgment when posting statuses, photos, hashtags, etc. These accounts represent the image of the agency and should always reflect our mission and vision.

If at any time the page no longer falls in line with the agency's initiatives or if the page doesn't follow guidelines and expectations, the Public Relations Department has the authority to disable the account.