Introduction
The ABC Foundation encourages all staff to use social media (everything from Twitter and LinkedIn to Chatter and Salesforce) for work-related purposes—to leverage our ability to gather and share information, network, and increase the Foundation’s profile and influence. While these channels may allow you to show more personality than more formal communications, what you say reflects on the Foundation. Our basic guidelines still apply, the first of which is: Use common sense and good judgment! If you follow this principle, you’re 90 percent of the way there. Other guidelines you need to follow are noted below.

These guidelines apply to ALL work-related use of social media channels.

These guidelines apply to use of social media to engage internal and external audiences as part of your job at the Foundation. We define social media to include, but not be limited to the following: Twitter, LinkedIn, Facebook, Google+, Tumblr, as well as platforms used for Foundation conversations such as Chatter and Salesforce. The Foundation has the right to monitor your use of social media to ensure your compliance with these guidelines.

These guidelines call for each of us to:

• Align our use of social media with the Foundation’s rules and policies.
• Recognize the public and permanent nature of social media.
• Be respectful to the public.
• Avoid prohibited activities, such as lobbying and campaign activity.
• Be careful when mixing personal content with work-related social media activity.
• Be aware that these tools evolve, and that their uses and functionality change.
• Engage at appropriate times, consistent with our work-related obligations.

1. **Use social media in a way that is consistent with the Foundation’s rules and policies.** When using social media, you are responsible for following the Foundation’s rules and policies.*

2. **Consider social media messages to be public and permanent.** Nothing you write on a shared platform is truly private, even if you share to a channel used primarily for internal purposes. You should assume that your contributions on social media will be preserved in perpetuity. If you wouldn't want to see your message on the front page of a newspaper, it probably isn’t appropriate for sharing on a social media channel—even one used for internal communications. In particular, don't misuse or disclose confidential information not otherwise available to persons outside the Foundation.

3. **Be a good social media citizen. Your contributions should:**
   • Add value to the conversations.
   • Be respectful to members of the public—their reputations, their privacy, their perspectives, their intellectual property.
   • Be honest about who you are.
   • Be informed—only post content you have reviewed first.
   • Be discerning about when to take conversations off-line.

4. **Don’t engage in prohibited activities.** Don’t engage in political campaign intervention or direct or grassroots lobbying. This means you must not either directly or through links to other content (including retweets): post content that expressly or impliedly endorses or opposes any candidate for public office or any political party (prohibited campaign intervention); or (b) engage in direct contact with government officials using content that expresses support for, or opposition to, any legislation,
including a specific legislative proposal that has not yet been introduced (prohibited direct lobbying); or (c) refer to pending or potential specific legislation, reflect a view on it, and encourage others to contact government officials (prohibited grassroots lobbying). You can include the government officials’ office accounts (not accounts associated with the political campaigns of candidates) in your social media networks.

Remember: If directed or targeted types of social media communications with policymakers include references to specific pending or proposed legislation and reflect a view, they may constitute or be interpreted as lobbying.

- Don’t create or post the type of content described above while at work or with the Foundation’s resources, including computers and servers, even if using an account set up exclusively for personal purposes.
- Do not post personal insults or content that is fraudulent, harassing, threatening, sexually explicit, profane, obscene, or is otherwise unlawful, or promotes illegal activity

5. **Use care in mixing work and personal content in one account.** You may use a single account for work and personal purposes—it helps show your personality. (Do consider how your personal posts might be perceived by your professional colleagues.) But you will need a separate, personal account for content that is partisan, or that involves political campaign intervention, or direct or grassroots lobbying. If you have separate personal and professional social media accounts:
   - Periodically check your settings to make sure your personal account(s) are not linked to your work-related accounts, e.g., if you sign a legislative petition on change.org, it should not be posted on your work-related Twitter account.
   - Consider using tools that help you manage these accounts independently.

6. **Be smart about your use of various technologies. When in doubt, ask.** If you are unsure about whether social media activities are in line with our rules and policies, or if you see anything that causes you concern, talk to your supervisor or the Law department. For help with how to use various social media channels effectively, talk to your colleagues in the Communications and Information Technology departments.
   - Always keep your account and privacy settings top of mind to keep your identity and information secure.
   - Use a different password for each social media account you manage.
   - Have a general awareness of the terms of service, as well as usage and potential data concerns, such as who owns the data and how might it be used.
   - Understand that these tools evolve; their uses and functionality change continually.

7. **Engage at appropriate times.** While social media channels are important tools for the Foundation, your engagement with social media should be consistent with your other work-related obligations. If you are a nonexempt employee, your work-related use of social media must occur during your regularly scheduled work hours.

*These guidelines are meant to provide a simple overview of the Foundation’s policies. For a more detailed look, please refer to the actual policies on our intranet.*

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