

PPATD Social Media Policy

Purpose:

Pikes Peak Chapter of the Association for Talent Development (PPATD) understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. Use of social media also carries certain responsibilities. To assist you in making responsible decisions about your use of social media, PPATD has established these guidelines for board management and member use.

Procedure:

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with PPATD, as well as any other form of electronic communication.

You are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any conduct that adversely affects your job performance, the performance of co-workers or otherwise adversely affects members, suppliers, donors, people who volunteer on behalf of PPATD or PPATD's legitimate business interests will not be tolerated.

Inappropriate postings that may include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

Only members approved by the PPATD Board may publish on PPATD's official social networking sites, such as Facebook, Twitter, YouTube, LinkedIn, etc. All members, including those involved in official PPATD social networking efforts will adhere to the following guidelines/requirements.

Be respectful

Be fair and courteous to fellow members, suppliers, donors, people who volunteer on behalf of PPATD or PPATD's legitimate business interests or competitors. It is recommended that you work to resolve group-related complaints by speaking directly with your fellow members or by seeking the assistance of your chapter president rather than by posting complaints to a social media outlet. If you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage fellow members, suppliers, donors, people who volunteer on behalf of PPATD or PPATD's legitimate business interests or competitors, or that might constitute harassment or bullying. Examples of such conduct might include, but are not limited to, offensive posts meant to intentionally harm someone's reputation or posts

that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Guidelines for using social media

- Do not post any information or rumors that you know to be false about PPATD, fellow members, suppliers, donors, people who volunteer on behalf of PPATD or PPATD's legitimate business interests or competitors. If you make a mistake in posting information, correct it quickly.
- Maintain the confidentiality of PPATD's private or confidential corporate information, including, but not limited to, the development of systems, processes, products, know-how and technology.
- Respect copyright, fair use and financial disclosure laws.
- Do not create a link from your blog, website or other social networking site to a PPATD website without identifying yourself as a PPATD member.
- Express only your personal opinions. Never represent yourself as a spokesperson for PPATD. If PPATD is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of PPATD, fellow members, suppliers, donors, people who volunteer on behalf of PPATD or PPATD's legitimate business interests or competitors. If you do publish a blog or post online related to the work you do or subjects associated with PPATD, make it clear that you are not speaking on behalf of PPATD. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Pikes Peak Chapter of the Association for Talent Development."

Retaliation is prohibited

PPATD prohibits taking negative action against any member for reporting a possible deviation from this procedure or for cooperating in an investigation. Retaliation against another employee for reporting a possible deviation from this procedure or for cooperating in an investigation will not be tolerated.

Media contacts

All media inquiries should be directed to the VP of Communications. Only those officially designated by PPATD have the authorization to speak on behalf of the chapter.

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Reviewer(s): Current Chapter Board

Approver: Current Chapter President

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