

SOCIAL MEDIA POLICY

DEFINITION

Social media is any web-based or mobile technology designed for online publication and commentary including, without limitation, blogs, wikis, on-line text chats, video chats, and social networking sites.

PURPOSE

The intent of this policy is to define the application and use of social media for communication purposes within PWRDF and its associated entities.

APPLICATION

This policy applies to all directors, employees and agents of PWRDF while engaged in activities directly related to their involvement in the organization.

POLICY

When using social media to communicate about PWRDF, those to whom this policy applies will

1. be honest
2. protect their own privacy and that of PWRDF and respect embargoed conversations
3. respect the audience which may have unknown dimensions
4. always be mindful the social media is public and may reach beyond the targeted audience
5. respect copyright and other laws and standards
6. ensure that posts reflect the mission and values of PWRDF and its partners
7. state that any views and opinions expressed may not represent the official view of PWRDF
8. share any usernames and passwords specifically created for work purposes with co-workers and peers so that work may continue in their absence
9. be aware that postings may have been archived and may be retrievable for considerable periods of time
10. acknowledge and correct any errors as soon as they are identified

AMENDMENT

This policy may be amended by the PWRDF Board.

Approval Date: May 2016

Review Date:

Revision Date: