

## **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, members, 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

- be honest
- protect their own privacy and that of PWRDF and respect embargoed conversations
- respect the audience which may have unknown dimensions
- always be mindful the social media is public and may reach beyond the targeted audience
- respect copyright and other laws and standards
- ensure that posts reflect the mission and values of PWRDF and its partners
- state that any views and opinions expressed may not represent the official view of PWRDF
- share any usernames and passwords specifically created for work purposes with co-workers and peers so that work may continue in their absence
- be aware that postings may have been archived and may be retrievable for considerable periods of time
- 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:**