

SOCIAL MEDIA AND POLITICAL ACTIVITY POLICY

Family Advocates respects its team members' right to use online social networking and personal websites. Blogs, personal websites, social networking sites and other forms of electronic and print communication formats are individual interactions, not company communications. However, your online presence can affect our organization as your words, images, posts, and comments can reflect upon or be attributed to Family Advocates. As a team member, you should be mindful to use electronic media, even on your own personal time, responsibly and respectfully to others. While the IRS does not automatically attribute every statement made by an employee, manager or board member to an organization, an abundance of caution, in this context, makes sense. Note, even selectively promoting, removing, or commenting upon others' posts may be considered a form of "lobbying."

Because team members' online comments and postings can impact our organization, Family Advocates has adopted the following guidelines that team members must observe when participating in social networking sites and/or engaging in other forms of internet use on and off duty. This policy applies regardless of where or when team members post or communicate information. Team members who violate this policy will be subject to disciplinary action, up to and including termination of employment or expulsion from the Board.

WHEN USING SOCIAL MEDIA, **DO**:

- Use common sense and be mindful that what you write will be public for a long time. Don't write anything you can't say in public.
- Respect the privacy of offline conversations.
- Identify yourself—name and, when relevant, your role at Family Advocates - when you post anything about Family Advocates or your work. Clarify that you are speaking for yourself and use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent Family Advocates' positions, strategies, or opinions."
- Respect copyright, fair use, and financial disclosure laws.
- Obtain approval before citing or referencing clients, partners, volunteers, or donors.
- If endorsing Family Advocates' services, disclose your employment relationship with Family Advocates and ensure that endorsements do not contain representations that are deceptive or cannot be substantiated.

DO NOT:

- Post anything that may harm the goodwill or reputation of Family Advocates or any disparaging information about Family Advocates.
- Post any disparaging, discriminatory or harassing information concerning any client, donor, volunteer, employee, or other person associated with Family Advocates. Family Advocates' policies prohibiting harassment apply online as well as offline.
- Disclose any confidential information, trade secrets, or intellectual property of Family Advocates obtained during your employment, including information relating to finances, programs, clients, donors, operational methods, plans and policies.
- Disclose any private information relating a client, employee or donor of Family Advocates.

POLITICAL ACTIVITY

While 501(c)(3) organizations are required by law to remain nonpartisan in their election activities, it is important to note that this prohibition does not apply to team members of nonprofits acting in their personal capacity. **You can be involved in political campaigns provided this takes place outside work hours, as long as you are not seen as representing Family Advocates.** A 501(c)(3) organization may not contribute the facilities, equipment, personnel, or other resources of the organization to support or oppose a candidate or campaign.

1. Do not support political campaigns while at work or otherwise representing Family Advocates.

When at work or attending functions representing the organization, nonprofit staff should not be wearing t-shirts or buttons supporting or opposing particular candidates or parties nor should there be posters, articles, or other materials in staff members' office spaces (including on doors) that can be perceived as supporting or opposing particular candidates or parties. If staff wishes to engage in partisan activities during work hours, they should take vacation or personal leave. Nonprofit staff should abstain from any partisan political activity while at work and should not use an organization's computers, supplies, telephones, email, fax or any other equipment or resources for any kind of partisan political activity. Nonprofit staff involved in partisan political activity should *clearly state* that they are acting in their personal capacity, and not on behalf of the organization.

2. Disassociate the organization from your personal political involvement

Take corrective action if the organization is named in association with a political campaign. If the organization is listed on a partisan communication without its permission, it should take immediate action to have its name removed from the communication. Such a withdrawal request should be made in writing and in a timely matter. A copy of the request should be kept on file.

3. Board members and volunteers

As representatives of nonprofit organizations, board members and volunteers are expected to follow the same rules described for staff above. Board members and volunteers are free to engage in partisan activities when they are not actively representing the organization.

If board members, managers, or employees make political comments on their own social media pages, the organization should take care when mentioning them on social media to ensure that the organization is not incorporating personal, political views into their organization's social media.