



# **KFAI Social Media/Social Networking Policy**

## **For Staff, Board Members, and Volunteers**

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## Social Media/Social Networking Policy

The Social Media and Social Networking goal of KFAI is simple: to enable staff and volunteers to participate online in a respectful, relevant manner that protects KFAI's brand and reputation while promoting the station and KFAI events and activities. The expectation is for all staff, board members, on-air hosts, and other station volunteers to abide by this adopted policy.

With the permanent and viral nature of social media and technology, it is important to delineate appropriate and inappropriate uses of social media for organization-sponsored communications and personal use of social networking that may impact KFAI. It is the responsibility of KFAI to protect the privacy of our employees, volunteers, and other stakeholders and to prevent unauthorized disclosure of information. Employees and volunteers are expected to follow the guidelines and policies set forth to provide a clear line between "you" as the individual and "you" as the employee or volunteer.

Volunteers are an important part of the KFAI brand, which is characterized by our mission. Whether posting, commenting, or sharing on a personal or official KFAI account, staff and volunteers should be true to the KFAI mission while respectful of others and mindful of the station's best interests.

### Posting on behalf of KFAI

Authorized employees and approved volunteers may post on behalf of KFAI to official social media outlets. This includes staff and volunteers who create or contribute to blogs, wikis, social networks, or any other kind of social media. This list includes but is not limited to: Twitter, Yelp, Tumblr, Google+, Wikipedia, Pinterest, Instagram, YouTube, Four Square, LinkedIn, WordPress, Vimeo, Facebook, or comments made elsewhere online.

1. Only post to sites where KFAI has set up official KFAI accounts / profiles. Please create show-specific accounts with permission from the General Manager or Director of Development & Marketing. Please ensure staff are aware of all such social media accounts in use.
2. Posts and comments should reflect and showcase station activities. Posts and comments should never embarrass the station; or damage the station's relationship with the staff, volunteers, or community.
3. Do not post private or confidential information about KFAI business, staff, or volunteers.
4. Represent yourself and the station in an honest way. All statements made should be truthful, with claims that can be substantiated.
5. Respect copyright and materials that belong to others. It is best practice to avoid linking or sharing work that is not yours; unless, you have been granted permission by the content owner to reproduce it.

6. Share your expertise where you provide a unique, individual perspective of non-confidential activities at the station.
7. Appear as yourself and do not impersonate others.
8. Any posts that violate policies such as harassment, discrimination, or bullying will be grounds for discipline, up to and including termination.

## Posting on personal platforms

1. When posting on non-KFAI platforms, clearly identify that you are posting as an individual, and not as a representative of KFAI. Unless KFAI is your legal employer, we ask that you not list KFAI as your primary work experience in your bio on social media profiles.
2. Maintain the confidentiality of station, staff, and volunteer information. Do not post photos of staff or volunteers without their explicit consent.
3. Carefully consider the content of your posts, keeping in mind that no one is truly anonymous on the internet. Whatever you publish will likely be available to the public for a very long time. Be prepared to be held accountable for any harm you may cause on your personal profile.
4. Be aware that bloggers and commenters are personally legally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party, not just KFAI.
5. Non-disparagement: Employees and volunteers cannot use blogs or social networking sites to harass, threaten, discriminate, or disparage against employees, volunteers, or anyone associated with or doing business with KFAI.
6. No expectation of privacy: Keep in mind that anything posted to a social media site is in the public domain. Should KFAI become aware of an inappropriate post related to the organization, its employees, its volunteers, or its business, disciplinary action may be taken.

## Reporting Violations

KFAI requests and strongly urges employees to report any violations or possible or perceived violations to the General Manager or Director of Development & Marketing. Violations include improper discussions of KFAI and its employees and volunteers, any discussion of proprietary information, and any unlawful activity related to blogging or social networking.

## Consequences for Violating the Social Media/Social Networking Policy

KFAI investigates and responds to all reports of violations of the Social Media/Social Networking Policy, and other related policies. Violation of KFAI's Social Media/Social Networking Policy may result in disciplinary action up to and including immediate termination of employment or volunteer privileges. Discipline or termination will be determined based on the nature and factors of any blog or social networking post. KFAI reserves the right to take legal action where necessary against employees or volunteers who engage in prohibited or unlawful conduct.

## Acknowledgement

By your signature, please confirm that you have read and understand the Social Media/Social Networking Policy.

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Signature / Date