



## Child's Voice Social Media Policy

### SOCIAL MEDIA

Child's Voice is increasingly exploring how online discourse through social media can empower the growth of Child's Voice and employees. These interactions represent a new model: not mass communications, but masses of communicators. Therefore, it is in Child's Voice best interest that all representatives of Child's Voice are aware of and participate in this sphere of information, interaction and idea exchange of responsible engagement in innovation and dialogue through, for example but not limited to blogs, wikis, tweets, social networks, virtual worlds and social media. This type of dialogue is fundamentally changing the way we work and engage with each other, students, parents, vendors and partners.

Whether or not a Child's Voice employee chooses to create or participate in blog, wiki, tweeter, facebook, bing, myspace, linkedIn, or online social network or any other form of online publishing or discussion is his or her own decision. As a representative of Child's Voice, employees are expected to adhere to this policy. Failure to adhere to this policy, may lead to further disciplinary action up to and including termination. Social media continues to evolve as new technologies and social networking tools become available. Child's Voice reserves the right to make changes to the social media policy and guidelines at any time. Below are the current and official guidelines for Child's Voice employees.

### Child's Voice policy and guidelines for blogs and social media computing

The same principles and guidelines that apply to Child's Voice activities in general, as found in the Child's Voice employee handbook, apply to Child's Voice activities online. This includes forms of online publishing and discussion, including blogs, wikis, tweets, social networks, virtual worlds and social media. As outlined in the employee handbook, Child's Voice fully respects the legal rights of our employees. In general, what you do on your own time is your affair. However, activities in or outside of work that affect your Child's Voice job performance, the performance of others, or Child's Voice business interests are a proper focus for school policy.

#### Responsibility and expectations of all employees

Child's Voice employees are personally responsible for the content they publish on blogs, wikis, tweets, social networks, virtual worlds and social media or any other form of user-generated media. Be mindful that what you publish will stay public. Therefore, use discretion to protect your privacy.

Identify yourself—name and, when relevant, role at Child's Voice—when you discuss Child's Voice -related matters. And write in the first person. You must make it clear that you are speaking for yourself and not on behalf of Child's Voice. Respect copyright, fair use and financial disclosure laws.

If you publish content to any website outside of Child's Voice and it has something to do with work you do or subjects associated with Child's Voice, you must use a disclaimer such as this: "The postings on this site are my own and does not necessarily represent Child's Voice positions, strategies or opinions of Child's Voice."

Do not provide Child's Voice or another's confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to Child's Voice.

Do not cite or reference students, parents, faculty, staff, or any other Child's Voice representative, or vendors or partners without their approval. When you do make a reference, where possible link back to the source.

Respect your audience. Child's Voice reflects a diverse set of customs, values and points of view. Do not be afraid to be yourself, but do so respectfully. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in Child's Voice workplace. You should also show proper consideration for others' privacy and for topics that may be considered offensive such as politics and/or religion.

Be aware of your association with Child's Voice in online social networks. If you identify yourself as a representative of Child's Voice, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, students, and vendors or partners of Child's Voice.

### **Child's Voice supports open dialogue and the exchange of ideas**

Child's Voice regards blogs and other forms of online discourse as primarily a form of communication and relationship among individuals. When Child's Voice wishes to communicate publicly it has well established means to do so. However, only those officially designated by Child's Voice have the authorization to speak on behalf of the school.

### **Protecting confidential and proprietary information**

Social media blurs many of the traditional boundaries between internal and external communications. You must not disclose or use any confidential or proprietary information or that of any student, parent, faculty, staff or any other representative of Child's Voice or vendors or partners of Child's Voice in any online social media platform. For example, ask permission before posting someone's picture in a social network or publishing in a blog any conversation especially if a conversation was meant to be private.

### **Child's Voice business performance**

You must not comment on confidential Child's Voice financial information such as Child's Voice future business performance, business plans, or prospects. This includes statements about an upcoming quarter or future periods or information about alliances, and applies to anyone including conversations with other third parties (including friends). In addition, any representative of Child's Voice must not comment on rumors in any way. You should merely say, "no comment" to rumors. Do not deny or affirm them—or suggest either denial or affirmation in subtle ways.

### **Protect Child's Voice students, parents, faculty, staff and vendors**

Should not be cited or obviously referenced without their approval. Externally, never identify a student, parent, faculty or staff members by name without permission and never discuss confidential details of a engagement. Internal social media platforms permit suppliers and business partners to participate so be cognizant to who will see your content. If any representative of Child's Voice has not given explicit permission for their name to be used, think carefully about the content you are going to publish on any internal social media and get the appropriate permission where necessary.

### **Add value**

Child's Voice is best represented by its people and everything you publish reflects upon Child's Voice reputation. Blogs and social networks that are hosted on Child's Voice domains should be used in a way that adds value to Child's Voice business. If it helps you, your coworkers, our students and parents or our vendors or partners to do their jobs and solve problems; if it helps to improve knowledge or skills; if it contributes directly or indirectly to the improvement of Child's Voice processes and policies; if it builds a sense of community; or if it helps to promote Child's Voice values, then it is adding value.

### **Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

### **Use your best judgment**

Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above. If you're still unsure, and it is related to Child's Voice, discuss it with the Executive Director. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.