

SOCIAL MEDIA POLICY

POLICY

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of Hillcrest Academy as well as personal use of social media when referencing Hillcrest Academy.

- Employees should be aware of the effect their actions may have on their images, as well as Hillcrest Academy's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that Hillcrest Academy may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to Hillcrest Academy, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Director/Assistant Director.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees should get appropriate permission before you refer to or post images of current or former employees, and current or former enrolled families.
- Social media use shouldn't interfere with employee's responsibilities at Hillcrest Academy. Hillcrest Academy's computer systems are to be used for classroom emails only.
- Subject to applicable law, after-hours online activity that violates Hillcrest Academy's Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
- If employees publish content after-hours that involves work or subjects associated with Hillcrest Academy, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent Hillcrest Academy positions, strategies or opinions."

I have read Hillcrest's Social Media Policy and will oblige with the terms set forth.

Signature

Date