

Kewanee Park District Social Media Policy

Developed November 28, 2017

At Kewanee Park District, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all associates who work for the Kewanee Park District, whether it be in a full time capacity or a seasonal one.

Managers and supervisors should refer to the supplemental Social Media Management Guidelines for additional guidance in administering this policy.

GUIDELINES

In the rapidly expanding world of electronic communications, *social media* can mean many things. *Social Media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Kewanee Park District, as well as any other form of electronic communication.

The same principles and guidelines found in the Kewanee Park District policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of you conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of the Kewanee Park District or Kewanee Park District's legitimate business interests may result in disciplinary action up to and including termination.

KNOW AND FOLLOW THE RULES

Carefully read these guidelines, the Kewanee Park District Code Book and the Kewanee Park District Discrimination & Harassment Prevention Policy, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence of similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

BE RESPECTFUL

Always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of the Kewanee Park District. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-worker or by utilizing our Open Door Policy than by posting complaints to a *social media* outlet. Nevertheless, if you decide to post complaints or criticisms, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts

meant to intentionally harm someone's reputations or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

BE HONEST AND ACCURATE

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Kewanee Park District, fellow associates, members, customers, suppliers, people working on behalf of the Kewanee Park District or competitors.

POST ONLY APPROPRIATE AND RESPECTFUL CONTENT

Maintain the confidentiality of the Kewanee Park District trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.

Respect financial information disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities.

Do not create a link from your blog, website or other social networking site to a Kewanee Park District website without identifying yourself as a Kewanee Park District associate.

Express only your personal opinions. Never represent yourself as a spokesperson for the Kewanee Park District. If the Kewanee Park District is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of the Kewanee Park District, fellow associates, members, customers, suppliers or people working on behalf of the Kewanee Park District. If you do publish a blog or post online related to the work you do or subjects associated with the Kewanee Park District, make it clear that you are not speaking on behalf of the Kewanee Park District. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Kewanee Park District."

USING SOCIAL MEDIA AT WORK

Refrain from using *social media* while on work time or on equipment we provide, unless it is work-related as authorized by your manager, otherwise, cell phone usage of any kind during work hours is prohibited. Do not use the Kewanee Park District e-mail addresses to register on social networks, blogs or other online tools utilized for personal use.

RETALIATION IS PROHIBITED

The Kewanee Park District prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

MEDIA CONTACTS

Associates should not speak to the media on the Kewanee Park District's behalf without contacting the Executive director. All media inquiries should be directed to him/her.

FOR MORE INFORMATION

If you have questions or need further guidance, please contact the Kewanee Park Distirict Office.

EMPLOYEE ACKNOWLEDGEMENT FORM

I acknowledge that I have received a copy of the Kewanee Park District Social Media Policy dated November 28, 2017.

I understand that this policy replaces any and all prior verbal and written communications regarding the Kewanee Park District policies relating to employee use and access and employer monitoring of employee use of social media, as defined in the social media policy.

I have read and understand the contents of the social media policy and will act in accord with these policies and procedures as a condition of my employment with the Kewanee Park District.

I understand that if I have questions or concerns at any time about the social media policy, I will consult my immediate supervisor, my supervisor's manager, the office or the Kewanee Park District Executive Director for clarification.

Finally, I understand that the contents of the social media policy may change at any time.

Please read this social media policy carefully before you sign this document.

Employee Signature

Date

Employee Name (Please Print)