

First Unitarian Universalist Church of San Diego Social Media Policy, December 2019

The Church respects the legal rights of its employees and understands that employees' time outside of work is their own. However, employees should be mindful that their social media activity, even if done off premises and while off-duty, could affect the Church's legitimate interests and reputation. For example, the information posted could be the Members' and Friends' confidential information. In addition, some readers may mistakenly view you as a spokesperson for the Church. Consequently, social media activity is a legitimate and proper focus of Church policy.

This Social Media Policy provides guidance on responsible social media activity by employees. This Policy does not and cannot cover every possible social media activity. For this reason, the Church relies on the common sense and good judgment of its employees to engage in social media activity responsibly. If you are unsure how this Policy may apply to your social media activity, your supervisor or the Director of Operations are here to help you. For purposes of this Policy, "social media activity" includes all types of posts and other communications on the Internet, including but not limited to, posts on social networking or affinity sites (e.g., Facebook, LinkedIn, Instagram); blogs and other on-line journals and diaries (e.g., Tumblr, Blogger); bulletin boards and chat rooms; microblogs (e.g., Twitter); and posts of photographs, video or audio on media-sharing sites (e.g., YouTube, Flickr, Snapchat). "Social media activity" also includes permitting, or failing to remove, posts by others where the employee can control the content of posts, such as on a personal page or blog.

This Social Media Policy applies to all employees. This Policy applies to social media activity that relates in any way to, or reflects on or may impact, the Church's activities, employees, Members and Friends, vendors, or that identifies an employee's affiliation with the Church. This Policy applies to social media activity when on or off the Church's premises, while using the Church's or personal electronic resources, and whether or not the employee posts anonymously or using a pseudonym.

The Church values its established reputation in the community and good will relationships. These are important Church assets. When you engage in social media activity that identifies you as a Church employee, or that in any way relates to, reflects on, or may impact the Church, you should bear that in mind and follow the guidelines listed below:

- Limit personal use. You may use the Church electronic resources to engage in social media activity for non-business purposes as long as that activity takes place only during nonworking time, does not interfere with your co-workers' job responsibilities, and complies fully with all Company policies. You may not maintain an open connection to, or stream, any social media site. Such non-business use is a privilege that may be withdrawn if abused.
- Know and follow the rules. Your social media activity is subject to all pertinent Church policies, including, but not limited to policies prohibiting harassment and discrimination, confidentiality policies, and use of electronic resource policies, for example.
- Express only your personal opinions. Unless you have received prior authorization from the Lead Minister to speak on the Church's behalf, you should not represent or suggest in any social media activity that you are authorized to speak for the Church, or that the Church has reviewed or approved your content. If that will not be obvious from the content or context of your post, you should specifically post "#notanofficialspokesperson" or state, "The views expressed in this post are my own. They have not been reviewed or approved by First UU Church of San Diego."
- Use privacy settings. You should consider using available privacy filters or settings to block any overly personal information about you from co-workers, Members and Friends, or vendors who may have access to your social media activity.
- Be respectful. You should not post content about, or any image of, the Church, Church leaders, co-workers or Members and Friends that is vulgar, obscene, threatening, intimidating, knowingly or recklessly false, or a violation of the Church's policies against discrimination, harassment, or hostility on account of a legally protected class, status or characteristic, such as race, age, or disability. You should not make knowingly or recklessly false statements about the Church, or its Members and Friends or vendors. You should not post any content, image or video of yourself that identifies you as a Church employee and depicts you engaging in illegal conduct, such as acts of violence or the illegal use of drugs, or in conduct that violates any Church policy.
- Respect intellectual property rights. Respect the intellectual property (IP) rights of the Church and others. You should not use, copy, publish or post the Church's or someone else's IP unless you have the legal right to do so. Examples of IP include trademarks, written articles, merchandise information and music. The Church cannot and will not provide employees with legal advice about intellectual property laws unless the inquiry relates to the Church's own business interests.

- Protect confidential information. You should not disclose, or post images or video of, information about Members and Friends; documents and records about employees maintained in the Church's files and obtained by virtue of an employee's job responsibilities; and the Church's attorney-client communications or other internal church-related confidential communications.

Safeguard sensitive personal information. To reduce the risk of identity theft, stalking, and similar criminal conduct, you should not disclose personally identifying information (such as Social Security numbers, credit or debit card numbers or financial account numbers) of the Church's employees, Members and Friends, or vendors.

If you need clarification of any aspect of this policy, contact the Director of Operations.

The Church will, in its discretion, review social media activity to the fullest extent permitted by applicable law. If you engage in social media activity anonymously or using a pseudonym, which violates this Policy, the Church will, in appropriate circumstances, take steps to determine your identity.

Employees are solely responsible for their social media activity and will be held accountable for violating this Policy. Failure to comply with this Policy may lead to discipline, up to and including termination of employment, and if appropriate, the Church will pursue all available legal remedies. The Church also may report suspected unlawful conduct to appropriate law enforcement authorities. The Church will not construe or apply this Policy in a manner that improperly interferes with or limits employees' rights under the National Labor Relations Act.