

Palmer Home for Children Employee Social Media Guidelines

Palmer Home for Children acknowledges that social media can be a great way to connect with friends and family and share updates about one's life. However, social media also presents certain risks and responsibilities. The purpose of these guidelines is to empower Palmer Home employees to engage responsibly on social media and provide guidelines for maintaining an appropriate social media presence.

These social media guidelines are meant to complement the current [Employee Conduct, Discipline and Grievance Policies](#). Violations of these social media guidelines are subject to the same disciplinary-process set forth in the Employee Conduct, Discipline and Grievance Policies.

You are responsible for what you post and engage with on social media. A good rule of thumb before posting or engaging with content is, "Would I be comfortable saying/doing this, or displaying this video in a work meeting?" or "Would I be comfortable if my manager saw that I liked this post and asked me about it?" If the answer is no, you probably should not publish or engage with the post. **This includes content in "private" groups.** These days, nothing is truly 'private'; it's only one screenshot away from going viral.

Always be mindful of how your actions on social media can represent Palmer Home for Children. Do not post or engage with anything that is not in alignment with, or could potentially damage, our mission as a Christian organization that serves vulnerable children.

Please read the following carefully and ensure your postings are consistent with these guidelines:

- Do not share photos or personal stories of children in Palmer Home's care. Adhere to the standards set forth in the [Protection of Confidentiality Policy](#).
- Be respectful. Always be fair and courteous to others on social media. Do not use statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, intimidating, disparaging, or that might constitute harassment or bullying.
- Do not engage with content – whether by liking, sharing or commenting – that is disrespectful or inflammatory.
- Be honest and accurate. Make sure you are always truthful 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 that you know to be false or rumors you may have heard.
- Maintain Palmer Home's private or confidential information. Do not share internal reports, policies, procedures or other internal confidential communications.

- Express only your personal opinions. Never represent yourself as a spokesperson for Palmer Home on content you've created. It can be helpful to include a disclaimer such as "Views/opinions are my own."

Using social media at work

- Refrain from using social media while on work time or on Palmer Home provided equipment, unless it is work-related as authorized by your manager.
- Do not use your Palmer Home email address to register on social media networks, blogs or other online tools utilized for personal use.

Engaging with Palmer Home on social media

- It is ok to tag/list Palmer Home as your employer on social media.
- We invite you to follow/like Palmer Home on social media and like/share/comment on our posts. Due to social media algorithms, your engagement on our posts helps share our story much more effectively than we could on our own (and for no cost!).
- If someone posts negatively about Palmer Home on social media, please do not respond. Please alert a member of the Marketing/Communications team, and they will respond.

Engaging with the media

It's becoming increasingly common for members of the media to contact potential sources through social media. If you're contacted by a member of the media, do not respond. Please alert a member of the Marketing/Communications team; they will reach out to them.

If you have questions or would like further guidance, please contact a member of your Human Resources team.