



## Social Media Acceptable Use

Paws Humane Society (the company) encourages employees and volunteers to share information with those outside the company for the purposes of gathering information, generating new ideas, and learning from the work of others. Social media provides inexpensive, informal, and timely ways to participate in an exchange of ideas and information. However, information posted on a website is available to the public and, therefore, the company has established the following guidelines for employee and volunteer participation in social media use.

**Note:** As used in this policy, “social media” refers to blogs, forums, and social networking sites, such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and Snapchat, among others.

**Off-duty use of social media.** Volunteers may maintain personal websites or weblogs on their own time using their own facilities. Volunteers must ensure that social media activity does not interfere with their volunteer work. In general, the company considers social media activities to be personal endeavors and may use them to express their thoughts or promote their ideas.

**On-duty use of social media.** Volunteers may engage in social media activity during the volunteer time provided as long as it does not identify or reference company clients, customers, or vendors without express permission.

**Respect.** Demonstrate respect for the dignity of the company, its owners, its customers, its vendors, and its employees. A social media site is a public place, and volunteers should avoid inappropriate comments. For example, volunteers should not divulge Paws Humane confidential information such as trade secrets, client lists, or information restricted from disclosure by law on social media sites. Similarly, volunteers should not engage in harassing or discriminatory behavior that targets other volunteers or company employees, or individuals because of their protected class status or make defamatory comments. Even if a message is posted anonymously, it may be possible to trace it back to the sender.

**Post disclaimers.** If a volunteer identifies himself or herself as a company volunteer or discusses matters related to the company on a social media site, the site must include a disclaimer on the front page stating that it does not express the views of the company and that the volunteer is expressing only his or her personal views. For example, “The views expressed on this website/Weblog are mine alone and do not necessarily reflect the views of the company.” Place the disclaimer in a prominent position and repeat it for each posting expressing an opinion related to the company or the company’s business. Volunteers must keep in mind that if they

post information on a social media site that is in violation of company policy and/or federal, state, or local law, the disclaimer will not shield them from disciplinary action.

**Competition.** Volunteers should not use social media to criticize the company's competition and should not use it to compete with the company.

**Confidentiality.** Do not identify or reference company clients, customers, or vendors without express permission. Volunteers may write about their volunteer activities in general but may not disclose any confidential or proprietary information.

**New ideas.** Please remember that new ideas related to work or the company's business belong to the company. Do not post them on a social media site without the company's permission.

**Links.** Volunteers may provide a link from a social media site to the company's website (subject to discontinuance at the company's sole discretion). Volunteers should contact the Marketing Department to obtain the graphic for links to the company's site.

**Trademarks and copyrights.** Do not use the company's or others' trademarks on a social media site, or reproduce the company's or others' material without first obtaining permission.

**Legal.** Volunteers are expected to comply with all applicable laws, including but not limited to, copyright, trademark, and harassment laws.

**Discipline.** Violations of this policy may result in discipline up to and including immediate termination of all volunteering activity.

It is ok to share Paws Humane's posts on your personal pages as long as the following guidelines are followed:

- Use the following hashtags: #IAmPawsHumane and #PawsHumaneSociety
- When posting, only use positive, general, yet accurate, words to describe our animals - Such as sweet, cute, adorable, fun, etc.
- Do not use specific words to describe our animals' personality traits - Such as good with children, great leash walker, active, energetic, shy, etc.
- Never use negative words to describe our animals - Such as dog aggressive, does not like children, not good on a leash, barks a lot, etc.

*Note:* Nothing in this policy is meant to, nor should it be interpreted to, in any way limit your rights under any applicable federal, state, or local laws, including your rights under the National Labor Relations Act to engage in protected concerted activities with other employees to improve or discuss terms and conditions of employment, such as wages, working conditions, and benefits.