

Safe Harbor Rescue Mission

Social Media Policy

Safe Harbor Rescue Mission recognizes the importance of the Internet in shaping public thinking about our ministry and the people we serve. We also recognize the importance of approved employees, volunteers and residents joining in and helping shape conversation and direction through blogging and interaction in social media. Therefore, Safe Harbor is committed to supporting your right to interact knowledgeably and socially in the blogosphere and on the Internet through blogging and interaction in social media.

Consequently, these guidelines in this blogging and social media policy will help you make appropriate decisions about your work-related blogging and the contents of your blogs, personal Web sites, postings on wikis and other interactive sites, postings on video or picture sharing sites, or in the comments that you make online on blogs, elsewhere on the public Internet, and in responding to comments from posters either publicly or via email. Our internal Internet and Email Policy remains in effect in our workplace.

These guidelines will help you open up a respectful, knowledgeable interaction with people on the Internet. They also protect the privacy, confidentiality, and interests of Safe Harbor and our current and potential residents and clients, employees, volunteers, and donors.

Note that these policies and guidelines apply only to work-related sites and issues and are not meant to infringe upon your personal interaction or commentary online.

Guidelines for Interaction About Safe Harbor on the Internet

- If you are developing a Web site or writing a blog that will mention Safe Harbor and / or our current and potential residents and clients, employees, volunteers, and donors, identify your title and that you are writing on behalf of Safe Harbor and that the views expressed on the blog or Web site are yours alone and do not represent the views of the ministry.
- Unless given permission by your supervisor, you are not authorized to speak on behalf of the ministry, nor to represent that you do so.
- If you are developing a site or writing a blog that will mention Safe Harbor and / or our current and potential residents and clients, employees, volunteers, and donors, as a courtesy to the ministry, please let your supervisor know that you are writing them. Your supervisor may choose to visit from time to time to understand your point of view.

Confidential Information Component of the Blogging Policy

- You may not share information that is confidential and proprietary about Safe Harbor. This includes personal information about clients and residents (including last names), employees, volunteers, donors, and any other information that has not been publicly released by the ministry.

These are given as examples only and do not cover the range of what Safe Harbor considers confidential and proprietary. If you have any question about whether information is appropriate for public knowledge or doubts of any kind, speak with your supervisor regarding the matter first. You may also want to be aware of the points made in the confidentiality agreement you signed when you entered Safe Harbor as an employee or client.

- Safe Harbor's company logo and trademarks may not be used without explicit permission in writing from the ministry. This is to prevent the appearance that you speak for or represent Safe Harbor officially.

Respect and Privacy Rights Components of the Blogging Policy

- Speak respectfully about the ministry and our current and potential clients and residents, employees, volunteers, and donors. Do not engage in name calling or behavior that will reflect negatively on Safe Harbor's reputation. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by Safe Harbor and can result in disciplinary action up to and including employment termination.
- Safe Harbor encourages you to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about our ministry and those involved.
- Honor the privacy rights of our current clients and residents, employees, volunteers, etc. by seeking their permission before writing about or displaying internal ministry happenings that might be considered to be a breach of their privacy and confidentiality.

Your Legal Liability Component of the Blogging Policy

- Recognize that you are legally liable for anything you write or present online. Employees and residents can be disciplined by the company for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

Media Contact Component of the Blogging Policy

- Media contacts about our ministry and our current and potential clients and residents, employees, volunteers, and donors should be referred for coordination and guidance to the Executive Director. This does not specifically include your opinions, writing, and interviews on topics aside from our ministry and our current and potential clients and residents, employees, volunteers, and donors.

Use of photography and video

No unauthorized personnel, volunteer, or board member shall upload, produce, or print photography or videography involving residents, clients, volunteers, staff, or programming of any type without permission from the Executive Director, except for staff designated to do so and in context with agreed upon contexts and media.

A word of caution about your personal social media use

Although Safe Harbor has no **legal** right to govern your personal comments and usage of sites such as Facebook, LinkedIn, Twitter, etc., the board would like to remind you that, as an volunteer of Safe Harbor, you are regarded in the community as a representative of this organization. Please consider this in the language you use, as well as in the material you post.

I have read, understand, and will comply with these guidelines:

Signature of Volunteer

Date