



Policy: 7.3	Type: Staff
Title: SOCIAL MEDIA	
Accountable: Senior Vice President, Communications	
Responsible: Senior Representative, Cooperative.com Content	
Approved By: Chief Executive Officer	
Effective Date: 03/04/2013	Amendment Date:

1 Policy

Social media is a commonly used communications tool for organizations to share information and encourage collaboration and greater engagement. Use of these tools also present certain risks and as such carries with it certain responsibilities. To assist employees in making responsible decisions about their use of social media, NRECA established these guidelines for the appropriate use of social media both personally and professionally.

2 Social Media Guidelines

Ultimately, an employee is solely responsible for what he/she posts online. An employee should keep in mind that any misconduct, including the use of social media, that adversely affects job performance, the performance of fellow employees, or otherwise adversely affects NRECA, its members, suppliers, or people who work on behalf of NRECA or our members may result in disciplinary action up to and including termination.

In using social media, employees shall:

- (a) **Be respectful.** Employees must always be fair and courteous in all social media activities.
- (b) **Be honest and accurate.** Employees should always be honest and accurate when posting information or news, and if an employee makes a mistake, the employee should inform their supervisor and correct it quickly.
- (c) **Post only appropriate and respectful content.** Employees must maintain the confidentiality of NRECA trade secrets and private or confidential information when using social media.
- (d) **Attribute links to NRECA websites.** Employees must not create a link from a blog, website, or other social networking site to an NRECA website without identifying themselves as an NRECA employee.
- (e) **Identify personal opinions as personal.** Unless expressly authorized by NRECA, employees must only express personal opinions on outlets not sponsored by the Association, not official NRECA opinions and should never represent themselves as a spokesperson for NRECA. Expressions of opinion on NRECA sponsored outlets should adhere to stated NRECA goals and objectives.
- (f) **Refer media contacts.** Unless expressly authorized by NRECA, employees must not speak to or interact with the media on NRECA's behalf. Inquiries from the media should be reported to the Media/PR office as soon as possible.
- (g) **Not retaliate** against employees for their permitted use of social media.
- (h) **Managers and supervisors** should use the supplemental Social Media Management Guidelines (which is currently under development) for additional guidance in administering the policy.

- (i) **Keep the following policies in mind when communicating about or on behalf of NRECA:**
- (1) NRECA Policy 1.2 – Standards of Conduct
 - (2) NRECA Policy 1.3 – Conflicts of Interest
 - (3) NRECA Policy 6.4 – Harassment in the Workplace
 - (4) Policy 7.1 – External Communications
 - (5) Policy 10.1 - Information Security
 - (6) Policy 10.3 – Electronic Communications
 - (7) Policy 10.6 – Privacy and Confidentiality