



Social Media Policy

Policy

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Procedure

The following principles apply to professional use of social media on behalf of Youth Services as well as personal use of social media when referencing Youth Services:

1. Staff shall not communicate with current and former clients on **personal** social media accounts. If staff has a pre-existing personal relationship with a client, they should seek guidance from their supervisor. (See #2)
2. Staff may maintain Youth Services/Professional social media accounts, linked to their Youth Services email address, for the purpose of communicating with clients. These accounts must be separate from their personal social media accounts. Due to confidentiality concerns and the potentially damaging impact of dual-relationships, staff may not communicate with clients on **personal** social media. (see #5)
3. Staff must take measures to assure that their professional social media accounts are as secure as possible by utilizing strict security settings when available. For example:

Timeline and Tagging Settings			
Timeline	Who can post on your timeline?	Only me	Edit
	Who can see what others post on your timeline?	Only me	Edit
Tagging	Who can see posts you're tagged in on your timeline?	Only me	Edit
	When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?	Only me	Edit
	Who sees tag suggestions when photos that look like you are uploaded?	No One	Edit
Review	Review posts you're tagged in before the post appears on your timeline?	On	Edit
	Review what other people see on your timeline		View As
	Review tags people add to your posts before the tags appear on Facebook?	On	Edit

4. Staff shall use YSFirstnameLastName on any platforms that call for a username and provide passwords to supervisors and HR. Example: YSLorettaLynn

5. Staff shall include standard disclaimer on any social media or other platform regarding potential privacy concerns. Example:

Communication via social media is not considered HIPPA compliant and confidentiality cannot be assumed. Please be aware that once you post something on this page (or anywhere online), there's the potential for other people to read your words, even years from now. As a result, we suggest that you exercise caution when posting personal information on this site and that you not disclose personal identifiable information like your location, social security number, financial information, etc.

6. Staff shall only post work-related content (YS program/event announcements, community resources, etc) on their business social media accounts with the exception of 'sharing' official Youth Services announcements that may be shared publicly if of use/interest to clients.
7. If a client 'tags' a staff member on a social media platform that doesn't allow for pre-approval before hand the staff member shall ask them to remove the tag.
8. Direct service staff may communicate with clients using social media *only* after obtaining a signed Client Social Media Communications Agreement (*Form: YS Policies: SM 2*). The agreement must be kept in the client file. The agreement should be reviewed with all clients during intake.
9. Social Media communication with clients should be as minimal as possible, taking into account that many people, particularly young people, rely on social media as a regular form of communication.
10. If communication with a client becomes unproductive, offensive, harmful, etc., employees shall stop communication through social media and alert your supervisor in case further action is needed.
11. All posting and communication on YS related accounts must be in accordance with Youth Services' Code of Conduct as explained in the Employee Handbook.
 - *Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, or that can create a hostile work environment.*
12. Employees are not to use their personal or professional social media accounts to publish, post, or release any information that is considered confidential. No client-specific details or references should be made at any time. If there are questions about what is considered confidential, employees should check with their supervisor.

Attachments

- a. Client Social Media Communications Agreement, form *SM1*
- b. Employee Social Media Agreement, form *SM2 (attached)*

EMPLOYEE SOCIAL MEDIA AGREEMENT

I have read, and understand that it is my responsibility to adhere to Youth Services', Social Media Policy in order to assure the safety, confidentiality and privacy of clients. If I need support or guidance with the protocols outlined in this policy I will contact my supervisor and suspend social media contact with clients until I have a full understanding of boundaries and expectations.

Employee Signature

Date

Supervisor Signature

Date