

NEKCA Social Media Policy: Employee Handbook page 38-39.

SOCIAL MEDIA At NEKCA, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. Further, use of social media during work hours adversely impacts employee productivity and service to our clients, and such activities should be limited.

To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Guidelines: In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with NEKCA, as well as any other form of electronic communication. The same principles and guidelines found in NEKCA's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that in the event if your conduct adversely affects your job performance or the performance of fellow associates, or otherwise adversely affects clients, customers, suppliers, people who work on behalf of NEKCA or NEKCA's legitimate business interests, it may result in disciplinary action up to and including termination. No employee shall, without prior authorization and approval, make any representation on social media that is intended or may be interpreted to suggest that the employee is speaking on behalf of NEKCA.