



## Social Networking Policy

### Opening Statement:

Families entrust their children to the YMCA of (insert name) care for childcare, day camp, resident camp, afterschool and other youth programs. Our promise to these families is that we will provide a safe environment in which all participants are treated in a caring, honest, respectful and responsible way. Our mission charges us to “build a healthy spirit, mind and body for all.”

### YMCA of (insert name) Code of Conduct for Personal Web sites and Web-Logs (Blogs) and Other Social Networking Sites

As a paid YMCA employee, it is every staff member’s responsibility to deliver on the Y’s promise and mission and to project and further the mission. This includes all dealings with the community; inside and outside the workplace, both on and off duty. It is the responsibility of any Y employee to avoid any inappropriate speech or behavior in the presence of our community members at all times. No one should have reason to be offended or embarrassed by YMCA’s staff’s speech, appearance or conduct.

The YMCA’s code of conduct and personnel policies detail the Y’s expectations and your responsibilities as a staff member; however the advent of personal web sites and blogs and other social networking (i.e. Facebook, Twitter) as well as other forms of technology have increased our exposure and the risks to our reputation. For this reason, the YMCA has developed these standards of behavior in electronic and virtual public forums.

Your YMCA telephone answering message, voicemail, personal website, email address, text messages, blog posts and Facebook interactions are all accessible to the community at large. Therefore, they must be consistent with the YMCA’s mission and values.

Employees are responsible for the content of all text, audio or images that are placed or sent over the Internet. Fraudulent, abusive, profane, harassing or obscene messages are expressly prohibited. No messages with derogatory or inflammatory remarks about an individual’s or group’s race, religion, national origin, physical attributes or sexual orientation may be transmitted. Information transmitted should not violate or infringe upon the rights of others.

*If you choose to post a personal website, or to participate in social media, (i.e. FaceBook) chat rooms or blogs, the following guidelines must be followed:*

1. The YMCA Code of Conduct requires that the staff does not initiate outside contact with members or program participants. Under no circumstances should an employee encourage access or provide access information to his or her personal website or blog to a teen member or program participant under the age of (18) eighteen.

The use of photos, logos or images of the YMCA or its programs is prohibited. If you use the YMCA’s name (including names of camps or other programs) in any such communication, you should be especially careful to support and certainly not harm or ridicule the YMCA’s image or mission and it must be approved by an executive director prior to posting.

YMCA staff must uphold the YMCA’s value of respect for the individual and avoid making defamatory statements about YMCA supervisors, employees, members, participants, clients, partners, affiliates and others including competitors.

2. Your personal website should be marked “private,” so only the people that you have invited may access your page. As an employee, you are prohibited from inviting YMCA youth (campers, program participants, members, etc. under the age of 18) to access your website.
3. Any personal website, blog or Facebook interaction should not contain commentary that violates the YMCA’s policies on harassment or discrimination.
4. You are solely responsible for any legal liability arising from or relating to the content from your personal website and/or blog.
5. If you are a group site administrator, you are strictly forbidden from sharing your administrative login and password. If you have been found to violate this policy, disciplinary action will be taken up to and including termination of employment.
6. Any reference to the YMCA must include a disclaimer stating that the views expressed are yours alone and that they do not necessarily reflect the views of the YMCA.
7. Media inquiries- if a member of the media contacts you about any YMCA post or discussion thread, you are to forward that media inquiry to the Program Director or appropriate YMCA designee.
8. YMCA staff should promote the core values of caring, honesty, respect and responsibility in their speech and behavior at the YMCA, with the community and in any public forum.
9. Any information that is confidential or proprietary to the YMCA should not be disclosed to any third party. Additionally, you are strictly forbidden from posting copyrighted material or any intellectual property that belongs to another organization or to someone else.
10. Unless specifically authorized by the YMCA, time spent participating in the above mentioned computer activities must not interfere with your job duties. If a manager determines that an employee is not working to their full potential because of personal misuse of YMCA technology, disciplinary action will be taken up to and including termination of employment.

The YMCA does not intend to interfere with any employee’s private life, but publicly observable communications, actions or words are not private. All YMCA staff must use good judgment and discretion. If you want your use of technology to be private, do not allow it to be seen in the electronic public forum. If you or your words are public, make sure they are not contradicting with your role at the YMCA and they are reflective of the mission and values of our association.

**Procedures:** *Initiating a Facebook Page*

**What:** Association’s central office will initiate a Facebook Page which will be open to fans for locations that wish to have one. The main office will then provide administrative access to the location’s designated administrator.

**Who:** Each branch will appoint one administrator for their individual branch Facebook Page. Additionally, the Executive Director will have responsibility to monitor the Page site to ensure all content is correct and appropriate.

**Oversight & Monitoring:** The oversight of all YMCA Facebook communications and publications will be monitored by the Social Networking Committee which consists of:

- Human Resources-
- One administrator per branch

*Monitor Responsibilities:*

Facebook administrators are responsible to check the YMCA Facebook Page site everyday to ensure that no inappropriate comments are posted on a 'wall' or written in a 'discussion' string. Photographs of members cannot be used without signed consent from the member. Monitors should be cognizant of any new wall posts or discussion threads to ensure that they reflect the values of the YMCA.

*Situation Specific Guidelines:*

1. What do we do when a fan posts something inappropriate? The site administrator deletes the post and sends the fan a note stating "Your recent wall posting on our Facebook Page site did not reflect the values of YMCA of (insert name) and as such we removed it. If you would like to discuss it please feel free to call me at: [location phone number]. Thank you." Then, the monitor can note on the page Wall that a comment was deleted due to inappropriate content, and that our pages operate under the principles of caring, honesty, respect and responsibility.
2. What do we do if an employee posts something inappropriate? The branch site administrator deletes the post and emails the employee stating "Dear Employee, your recent wall posting on our Facebook site did not reflect the values of the YMCA of (insert name) and as such we removed it. It is also a direct violation of YMCA Social Networking Policy. Please call me as soon as possible so we can meet to discuss your posting. Thank you".



**Acknowledgment:**

I acknowledge that as an employee, I am a representative of YMCA of (insert name) and that program participant’s, campers, parents, and other staff members may associate me and my actions with the YMCA. I recognize that my actions may positively or negatively impact the YMCA, thus I hereby agree to be bound by the general YMCA rules as well as those governing online communications both during the period of my employment and after I cease to be employed by the YMCA.

I will not send, share or post e-mail, blogs, images, videos or content that is cruel, demeaning, disrespectful or intentionally hurtful to a member of the YMCA community or to any membership participant from a YMCA program. I will not download, share, send or post material of a sexual nature, or which includes nudity, violence, drug or alcohol use, illegal actions, or any activity which is counter to YMCA values. I will respect the boundary between program participants, campers and staff members particularly when it comes to my online communications.

I agree that such actions are not in line with the values of YMCA, or the teachings of YMCA core values of Caring, Honesty, Respect, and Responsibility. I agree that the harm caused by such actions may have a negative impact on my reputation and may injure the self-esteem of members of the YMCA community and therefore may result in the termination of my employment.

**I agree:**

- **TO** set my Social Networking sites to **Private** so that only individuals that I approve may see the content of my site.
- **NOT** to upload any inappropriate material (videos, photos, music, etc) that could damage the reputation of the YMCA of (insert name).
- **NOT** to upload any material (videos, photos, music, etc) of “Campers”, “Program Participants” or “Members” or any material that identifies me as a YMCA staff member without the express permission of the Chief Operating Officer or Vice President of Human Resources.
- **NOT** to accept “Program participants, students or campers” as “Friends” so they have unlimited access to my site.
- **To** report any and all inappropriate internet use of YMCA of (insert name) network to the appropriate director.

I agree to be bound by the YMCA Code of Conduct and rules as well as those governing online communications both during the period of my employment and after I cease to be employed by the YMCA.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print: \_\_\_\_\_

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