

## **SOCIAL MEDIA POLICY**

### **Purpose**

NAVHDA recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on topics using a wide variety of social media, including but not limited to Facebook, LinkedIn, Twitter, Instagram, Pinterest, Tumblr, YouTube, blogs, podcasts, and wikis. However, the use of social media by paid employees or volunteer representatives of NAVHDA, including elected officials, directors, judges, and other representatives of NAVHDA (collectively “Representatives”) can pose risks to NAVHDA’s confidential and proprietary information, reputation, and brands, can expose the organization to discrimination and harassment claims, and can jeopardize NAVHDA’s compliance with business rules and laws.

To minimize these business and legal risks, to avoid loss of productivity and distraction from employees’ job performance, and to ensure that NAVHDA’s IT resources and communications systems are used appropriately as explained below, NAVHDA expects all employees and Representatives to adhere to the following guidelines and rules regarding social media use.

Apart from personal use of social media in accordance with this policy, NAVHDA encourages its employees and Representatives to participate responsibly in these media as a means of generating interest in and educating the public with respect to NAVHDA, so long as all of NAVHDA’s rules and guidelines regarding social media usage, particularly in a business context, are adhered to. However, if you are required to use social media as part of your job duties, please refer to the section entitled “Business Use of Social Media” below.

### **Compliance with Related Policies and Agreements**

All of NAVHDA’s other policies that might apply to social media use remain in full force and effect. NAVHDA’s employees and Representatives should always adhere to them when using social media. In particular, the following policies should be kept in mind:

Social media should never be used in a way that violates any other NAVHDA policies or the obligations of its employees or Representatives. If your social media activity would violate any of NAVHDA’s policies in another forum, it will also violate them in an online forum. For example, NAVHDA’s employees and Representatives are prohibited from using social media to:

- Violate NAVHDA’s IT resources and communications systems policies.
- Violate NAVHDA’s confidentiality and proprietary rights policies.
- Circumvent NAVHDA’s ethics and standards of conduct policies.
- Engage in unlawful harassment or other unlawful activities.
- Circumvent policies prohibiting unlawful discrimination against current employees or applicants for employment, other Representatives of NAVHDA or any other NAVHDA member.

- Violate NAVHDA's privacy policies (for example, never access private password-protected sites of coworkers or other NAVHDA Representatives without permission).
- Violate any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by creating an artificial "buzz" around our organization or its activities).

NAVHDA's employees and Representatives should not provide references or recommendations for third parties on social or professional networking sites, as such references or recommendations can be attributed to NAVHDA and create legal liability for employees, Representatives and/or NAVHDA (such as interference with prospective business contracts and allegations of wrongful termination).

NAVHDA's employees and Representatives should always disclose that they are employees or Representatives of NAVHDA when promoting NAVHDA or its activities in such capacities on social media platforms.

Employees or Representatives who violate NAVHDA policies may be subject to discipline, up to and including termination of employment, dismissal from their Representative position or expulsion from the organization.

#### **Personal Use of Social Media**

Personal use of social media is never permitted on working time by means of the company's computers, networks, and other IT resources and communications systems.

#### **No Expectation of Privacy**

All contents of NAVHDA's IT resources and communications systems are the property of NAVHDA. Therefore, employees and Representatives should have no expectation of privacy whatsoever in any message, files, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on NAVHDA's electronic information and communications systems.

You are expressly advised that in order to prevent misuse, NAVHDA reserves the right to monitor, intercept, and review, without further notice, every employee's activities using NAVHDA's IT resources and communications systems, including but not limited to social media postings and activities, and you consent to such monitoring by your acknowledgment of this policy and your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving, and printing of transactions, messages, communications, postings, log-ins, recordings, and other uses of the systems, as well as keystroke capturing and other network monitoring technologies.

NAVHDA also may store copies of such data or communications for a period of time after they are created and may delete such copies from time to time without notice.

Do not use NAVHDA's IT resources and communications systems for any matter that you desire to be kept private or confidential from NAVHDA.

### **Business Use of Social Media**

If you are required to use social media as part of your job duties, for NAVHDA's marketing, public relations, recruitment, corporate communications, or other business purposes, please note that NAVHDA owns all social media accounts used on behalf of NAVHDA or otherwise for business purposes, including any and all log-in information, passwords, and content associated with each account, such as followers and contacts. NAVHDA owns all such information and content regardless of the employee or Representative that opens the account or uses it and will retain all such information and content regardless of separation of any employee or Representative from employment or association with NAVHDA. If your job duties require you to speak on behalf of NAVHDA in a social media environment, you must still seek approval for such communication from the President or Director of Publications who may require you to receive training before you do so and impose certain requirements and restrictions regarding your activities. Likewise, if you are contacted for comment about NAVHDA for publication, including in any social media outlet, direct the inquiry to the President or Director of Publications.

### **Guidelines for Employees' and Representatives' Responsible Use of Social Media**

The above material covers specific rules, policies, and contractual obligations that employees and Representatives must follow in using social media, whether for personal or business purposes, in consideration of their employment or activities on behalf of NAVHDA. Employees and Representatives may be subject to discipline for violations. The following sections of the policy provide employees and Representatives with common sense guidelines and recommendations for using social media responsibly and safely, in the best interests of NAVHDA. These guidelines reflect the "duty of loyalty" all employees and Representatives owe their employer and the organization, and are intended to add to, not contradict, limit, or replace, applicable mandatory rules, policies, legal requirements, legal prohibitions, and contractual obligations.

Protect NAVHDA's good will, brands, and business reputation. You are personally responsible for what you communicate in social media. Remember that what you publish might be available to be read by the masses (including NAVHDA itself, future employers, and social acquaintances) for a long time. Keep this in mind before you post content.

Make it clear in your social media activity that you are speaking on your own behalf. Write in the first person and use your personal email address when communicating via social media. Never post anonymously to social media sites when your post could be attributed to NAVHDA, its affiliates, customers, clients, business partners, suppliers, vendors, or other third parties. Anonymous posts can be traced back to the original sender's email address. Follow all guidelines in this policy regarding social media postings.

When you disclose your affiliation as an employee or Representative of NAVHDA, it is recommended that you also include a disclaimer that your views do not represent those of NAVHDA itself. For example, consider such language as "the views in this posting reflect my personal views and do not represent the views of NAVHDA."

Use good judgment about what you post and remember that anything you say can reflect on NAVHDA, even if you do include a disclaimer. Always strive to be accurate in your communications about NAVHDA and remember that your statements have the potential to result in liability for you or NAVHDA. NAVHDA encourages professionalism and honesty in social media and other communications.

### **Respect Intellectual Property and Confidential Information**

NAVHDA's policies restrict employees' and Representatives' use and disclosure of NAVHDA's company's trade secrets, confidential information, and intellectual property. Beyond these mandatory restrictions, you should treat the company's trade secrets, intellectual property, and other proprietary information about NAVHDA members, activities and other proprietary and confidential information as confidential and not do anything to jeopardize or unwittingly disclose them through your use of social media. In addition, you should avoid misappropriating or infringing on the intellectual property of other companies and individuals, which can create liability for yourself and for NAVHDA.

Respect laws regarding copyrights, trademarks, and other third-party rights. To protect yourself and NAVHDA against liability for copyright or trademark infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately. If you have any questions about whether a particular post or upload might violate the copyright or trademark of any person or company, ask the Director of Publications before making the communication.

### **Respect and Comply with Terms of Use of All Sites You Visit**

Do not expose yourself or NAVHDA to legal risk by using a social media site in violation of its terms of use. Review the terms of use of all social media sites you visit and ensure your use complies with them. If you are using social media as part of your job duties, pay particular attention to terms relating to:

- Prohibitions or restrictions on the use of the social media site, including prohibitions or restrictions on use for advertising, marketing and promotions, or other commercial purposes (for example, Facebook's Statement of Rights and Responsibilities (its terms of use) and accompanying Promotional Guidelines specify the terms for businesses administering promotions through Facebook).
- Ownership of intellectual property used on, or information collected or generated through use of, the site (for example, any of the company's copyrighted material and trademarks that might be posted on the site, or user information the company collects through the site).
- Requirements for licenses or other permissions allowing use by the site owner and other third parties of the company's trademarks or other intellectual property.
- Privacy rights and responsibilities of the site owner and users.

### **Respect Others**

Do not post, or express a viewpoint on another's post, such as by "liking" a Facebook post about anything that NAVHDA's customers, clients, business partners, suppliers, or vendors would find

offensive, including ethnic slurs, sexist comments, discriminatory comments, profanity, abusive language, or obscenity, or that is maliciously false.

**Conduct Not Prohibited by This Policy**

THIS POLICY IS NOT INTENDED TO RESTRICT COMMUNICATIONS OR ACTIONS PROTECTED OR REQUIRED BY STATE OR FEDERAL LAW. IN ADDITION, WHILE COMMUNICATIONS WHICH OTHERWISE VIOLATE NAVHDA'S POLICIES ON DISCRIMINATION, HARRASSMENT AND RETALIATION ARE PROHIBITED AT ALL TIMES, EMPLOYEES ARE OTHERWISE FREE TO SPEAK, WRITE, POST OR COMMUNICATE WITH FELLOW EMPLOYEES OR OTHERS ABOUT THEIR WAGES, BENEFITS OR OTHER TERMS OR CONDITIONS OF EMPLOYMENT, AND NOTHING IN THIS POLICY SHOULD BE INTERPRETED OTHERWISE. AS SUCH, NONE OF THE RESTRICTIONS IN THIS POLICY APPLY TO ANY OF YOUR PERSONAL COMMUNICATIONS, INCLUDING PERSONAL SOCIAL NETWORKING, PERTAINING TO YOUR EMPLOYMENT OR ISSUES DEALING WITH THE TERMS AND CONDITIONS OF EMPLOYMENT WITH NAVHDA, INCLUDING ANY COMMENT AND CRITICISMS OF NAVHDA OR ITS OFFICIALS, MANAGERS OR SUPERVISORS, IN REGARD TO EMPLOYMENT.