

LEHIGH VALLEY COMMUNITY FOUNDATION
SOCIAL MEDIA POLICY

At Lehigh Valley Community Foundation (LVCF), we recognize the value of social media as a tool to engage with others about our mission, services, special projects and overall community impact. The Foundation itself maintains a social media presence so that we are able to connect with donors, grantees, and members of the public for these purposes. Our current social media accounts, maintained by staff, include Facebook, LinkedIn, Twitter, Instagram, YouTube and Flickr.

This Social Media Policy applies to all Foundation personnel, current and former board members, members of committees, advisory groups, the Board of Associates, and any others who may possess confidential information about our organization (herein referred to as “Foundation personnel”). In addition, this policy is not limited to the social media accounts operated by LVCF, it also includes the personal accounts of all Foundation personnel. This includes, but is not limited to, personal blogs; sites such as Facebook, LinkedIn, Instagram, and Twitter; video or wiki postings; chat rooms; personal websites; or other similar forms of online journals, diaries, or personal newsletters. Unless specifically authorized by the Chief Executive Officer of LVCF, Foundation personnel are not authorized to speak on behalf of the Foundation through social media.

Guidelines for Personal Use of Social Media

When participating in social media forums, you are required to comply with all Foundation policies, including the following principles:

- **Respect Privacy and Confidential Information:** Foundation personnel may not post through social media confidential and/or proprietary donor, grantee or Foundation-related documents, or post any information that would violate the Foundation’s Policy on Confidentiality.
- **Clearly State That Your Words Represent Your Personal Viewpoint:** If you choose to identify yourself as a Foundation employee, board member, or volunteer through social media, please understand that some readers may view you as a spokesperson for the Foundation. Because of this possibility, we ask that you state clearly that you are speaking on behalf of yourself, and that your comments, posts, and views are your own. Disclaimers such as “The postings on this are my own and do not necessarily represent the position, strategy, or opinion of the Lehigh Valley Community Foundation” may be used.
- **Respect Copyright Laws:** Do not use, copy, or publish intellectual property belonging to the Foundation or anyone else, unless you are sure you have the legal right to do so.
- **Use Common Sense:** Foundation personnel are responsible for personal, independent commentary and posts on their social media accounts. Use common sense and remember that an individual can be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary, or libelous.

- **Use Appropriate Email Addresses:** When using a personal social media account, an individual must use a personal email address. LVCF email addresses may not be used as a means of identification and communication.
- **Minimize the Personal Use of Social Media at Work:** Staff who use LVCF's resources to conduct personal social media activities should be kept to a minimum and should not disrupt work activities. Excessive or inappropriate personal use of these resources by staff will be subject to disciplinary action.

Monitoring

Foundation personnel are cautioned that you should have no expectation of privacy while using social media. Your postings can be reviewed by anyone, including the Foundation. LVCF will monitor comments, posts, blogs, forums, and discussions about the Foundation, its personnel, donors, and grantees posted on the internet or otherwise publicly available.

Reporting Violations

The Foundation requests and strongly urges employees to report any violations, or possible or perceived violations, of this policy to supervisors or the Foundation CEO. Board members and volunteers are encouraged to report violations to the Board Chair or the Foundation CEO. In particular, the Foundation would request that you provide a snapshot and/or printout of the page(s) that you believe contains the violation so that the Foundation may examine the entire context of the alleged violation.

Enforcement

Policy violations will be subject to disciplinary action, up to and including termination for cause for staff and dismissal for volunteers. If you have questions about the terms of this policy, direct them to the Foundation's Director of Communications.

Adopted by the Community Relations Committee of the Board of Directors: February 27, 2020