

1.1 PURPOSE

Social media (including personal and professional websites, blogs, chat rooms and bulletin boards; social networks, such as Facebook, LinkedIn, and Twitter; video-sharing sites such as YouTube; and e-mail) are a common means of communication and self-expression. Because online postings can conflict with the interests of the Fort Monroe Authority, the FMA has adopted the following policy. Breach of this policy may result in counseling and disciplinary action, including termination of employment.

The FMA therefore, adopts the following policy and procedures to address use of social media in the work force.

This policy applies to all FMA employees whether full-time or part-time, or paid on a salaried or on an hourly basis.

1.2 EMPLOYEE RESPONSIBILITIES

A. Confidentiality and Privacy

Do not disclose the FMA's confidential or proprietary information, or personal identifying information of anyone at the Company, in online postings or publications. Sharing these types of information, even unintentionally, could result in harm to the FMA and legal action against you or the FMA.

B. Your Identity Online

1. You are personally liable for all communications and information you publish online. The FMA may be liable for online activity that uses FMA assets, an FMA e-mail address or any e-mail address that can be traced back to the FMA's domain, which generally is any internet address affiliated with the FMA. Using your name and an FMA e-mail address may imply that you are acting on the FMA's behalf. Because social media and networking activities are public, your FMA e-mail address and FMA assets should be used only to perform job-related activities, which may include professional networking but do not include personal social networking.
2. Outside the workplace, you have a right to participate in social media and networks using your personal e-mail address. However, information and communications that you publish on personal online sites should never be attributed to the FMA or appear to be endorsed by, or to have originated from, the FMA.
3. If you choose to disclose your affiliation with the FMA in an online communication, then you must treat all communications associated with the disclosure as professional communications governed by this and other FMA policies.

1.3 LIMITATIONS ON ONLINE PUBLICATIONS

- A.** Never identify a client or co-worker in an online posting without his or her prior written permission. Obey the law and ethics rules. Do not post any information or engage in any online activity that violates applicable local, state or federal laws, or professional rules of conduct.

- B. Identify all copyrighted or borrowed material with citations and links. When publishing direct or paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
- C. Direct all requests for references for current or former FMA employees to FMA Human Resources Manager. Comments you post about current and former employees can have legal consequences, even if you make the comments personally and not on the FMA's behalf.

1.4 CREATING OR MANAGING CONTENT

- A. The Director of Communications must approve any website, blog, chat room, video-sharing site, bulletin board or other social media that promotes the FMA. No employee may incorporate the FMA's logo or other intellectual property in a website, blog, chat room, video-sharing site, bulletin board or other social media without the FMA's written permission.
- B. If you maintain a website, blog, chat room, video-sharing site, bulletin board or other social media that promotes the FMA, you are responsible for reviewing responses to online posts and resolving any concerns about the propriety of the responses before they are posted.
- C. If a blogger or any other online participant posts an inaccurate, accusatory or negative comment about the FMA or any of its employees, do not respond to the post without the approval of the Director of Communications.
- D. Refrain from publishing comments about controversial or potentially inflammatory subjects, including politics, sex, religion or any other non-business related subjects in any posts or other online communications involving the FMA.
- E. Avoid hostile or harassing communications in any posts or other online communications involving the FMA. Harassment is any offensive conduct based on a person's race, sex, gender, gender identity, national origin, color, disability, age, sexual orientation, veteran status, marital status, religion or any other status protected by law.

Nothing in this policy is intended to or will be applied in a manner that limits employees' rights to engage in protected concerted activity as prescribed by the National Labor Relations Act.

**Fort Monroe Authority
Social Media Policy
ACKNOWLEDGEMENT**

I have been given a copy of the Fort Monroe Authority's "Social Media Policy," and I understand that it is my responsibility to read and abide by this policy, even if I do not agree with it.

If I have any questions about the policy, I understand that I need to ask my supervisor or the Human Resource Manager for clarification.

If I refuse to sign this certificate of receipt, my supervisor will be asked to initial this form indicating that a copy has been given to me and that this statement has been read to me.

Employee's Name: _____

Signature: _____

Date: _____