

# Use of Social Media at Imagine!

## *Policies, Guidelines, and Tips*

Imagine! is committed to using new online communication tools (such as Web 2.0 technologies, social media, or social networking sites) to better serve our consumers by capturing accumulated knowledge, connecting employees who need information with the experts who have it, and enabling our employees' best ideas to emerge organically. Additionally, these online tools have the potential to provide better communication and strengthened relationships with all of our stakeholders, including consumers, families, employees, donors, providers, government entities, and the community at large. We strongly encourage Imagine! employees to make use of these tools, where appropriate, as part of their everyday duties.

Because of the very public nature of these tools, however, we need to ensure that we are using them in an appropriate manner, one that protects the reputation of our organization, and more importantly, a manner that protects the individuals we serve.

To that end, we have created this set of policies, guidelines, and tips to help employees use social media and other online communications tools effectively to further our mission. ***Please note that these policies and guidelines are for use of social media accounts that have an Imagine! email address as a login, or for social media efforts on behalf of Imagine!.*** Your personal accounts are your own, and Imagine! respects that distinction.

## **Policies**

1. No consumer information that could be considered "Personally Identifiable Information" (including names, photographs, videos, Protected Health Information {PHI}, etc.) may be posted or shared publicly without prior consent of the consumer and/or the consumer's guardian. If the person is not his or her own guardian, you **must** get the guardian's signature. A signed Photo, Video, and Information Release form must be obtained prior to any use of this information for any of our social media and other online communications. Signed releases must be sent to Imagine!'s Communications Coordinator who will ensure the releases are placed in the consumer's record. Failure to obtain this release is a violation of State statute and of the Health Insurance Portability and Accountability Act (HIPAA), and may result in severe financial penalties both for Imagine! **and** the individual who posts the material.
2. **Legal Liability:** When you choose to go public with your opinions via social media and other online communications, even when speaking on behalf of Imagine!, you are legally responsible for your commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene (not swear words, but rather the legal definition of "obscene"), proprietary, or libelous (whether pertaining to Imagine!, individuals, or any other company for that matter). For these reasons, users must exercise caution with regards to exaggeration, colorful language, guesswork, obscenity, copyrighted materials,

legal conclusions, and derogatory remarks or characterizations. Outside parties actually *can* pursue legal action against you (not Imagine!) for postings.

## **Guidelines**

1. **Imagine! promotes ethical conduct in business, financial, marketing, and professional actions.** This commitment is true for all forms of social media.
2. **Be mindful that you are representing Imagine!.** As an Imagine! representative, it is important that your posts accurately reflect the spirit of honesty and inclusion that Imagine! instills in all of its communications. Be respectful of all individuals, races, religions, and cultures, and of course, ability levels. Do not denigrate or insult other individuals or service providers.
3. **Fully disclose your affiliation with Imagine!.** All employees who are communicating on behalf of Imagine! should always disclose their name and affiliation. It is never acceptable to use aliases or otherwise deceive people.
4. **When in doubt, do not post!** You are personally responsible for your words and actions, wherever they are. As an online spokesperson for Imagine!, you must ensure that your posts are completely accurate and not misleading. Exercise sound judgment and common sense, and if there is any doubt, DO NOT POST IT.
5. **Give credit where credit is due and don't violate others' rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain they are credited for it in your post and that they approve of you using their content.

## Tips

1. Know what you are talking about. If you are going to work with social media, be involved in social media. Start your own Twitter account, Facebook page, read blogs and get involved. That is the best way to understand the culture, tone, best practices, and protocol.
2. Be yourself. Readers can see through marketing talk. Be passionate about what you do and let that show through your personality. Let people see you as a person, not a mouthpiece.
3. Post frequently. Don't post to your blog, Facebook page, or Twitter account, and then leave it for two weeks. Readers won't have a reason to follow you on Twitter or Facebook or check your blog if they can't expect new content regularly, or if they comment or ask questions that do not receive responses.
4. Add value. Share tips, tricks, and insights. People's time is precious and they need to get something out of the time they spend with you. Make listening to you worth their time.
5. Respond. Answer questions, thank people even if it's just a few words. Make it a two way conversation.
6. Listen to what others have to say. Appreciate suggestions and feedback, it will make what you do even better.
7. Learn from your mistakes. Don't be afraid to say you were wrong and be quick to make changes when you are.
8. Be external. You don't have to be 100% internally focused. Link to other blogs, videos, and news articles. Re-tweet what others have to say.
9. Have fun. If you don't like what you are doing, others will notice it and won't enjoy interacting with you.
10. We all seem to like knowing that others value us. Take some time to comment on other people's Facebook posts, Tweets, or blog entries.
11. While using social media networks, it is important to learn how to safely protect your personal information and Imagine! proprietary information from theft, and to take basic precautions to protect your computer from misuse and destruction.