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**Social Media Guidelines for ElderSource Volunteers**

ElderSource recognizes volunteers have personal accounts on various social network sites such as Facebook, Instagram, Twitter and LinkedIn, and may create or contribute to blogs etc. Our agency has developed a policy to permit use of social media by volunteers while protecting ElderSource’s legitimate business interests.

**Social Media Use for an ElderSource Volunteer**

We want our volunteers to share their experiences with their network of friends and social media can be used as a catalyst to do so. We hope that the people we engage with will become advocates for the ElderSource mission. Advocacy is produced overtime through continuous and positive engagement with our community and it can become one of our greatest marketing assets when used strategically.

These guidelines are intended to guide volunteers to share their involvement with ElderSource in a transparent way while also telling our story responsibility.

ElderSource’s communications personnel have sole responsibility for the management and maintenance of ElderSource Social Media Business Profiles. While we encourage our volunteers, donors and partners to visit our social media sites, ElderSource maintains these social media profiles to promote our resources and services. ElderSource’s social media sites are the exclusive property of ElderSource. Accordingly, these sites are not to be used for personal comments or communications by volunteers.

If you wish to share something directly through ElderSource’s social media profiles, it should be directed to the ElderSource Communications Department. The Communications Department can also decline to post your material.

**Engaging with ElderSource Social Media**

We love when our volunteers, donors and partners engage with us on social media. ElderSource believes that social media tools, when used appropriately, can be powerful to increase awareness and support a sense of community for those of us who support older adults in Northeast Florida. We expect volunteers to respect our core values and these online guidelines.

**Here are tips on how to best engage with our social media profiles:**

* Please use disclaimers.Unless your communication has been officially authorized by ElderSource leadership, make it clear that the views you are expressing are yours alone and not necessarily those of ElderSource.
* We encourage you to comment and engage with our social media profiles but, remember to be mindful of the language you use and to remain respectful to our clients and our staff at ElderSource. Your comments and engagement should add value to the conversation of our agency’s mission.
* We encourage you to share or retweet our content with your friends and family.
* We encourage you to visit our online profiles and submit friendly reviews about your volunteer experience and our agency.

**Scopes of Improper Acts**

Provided below is a non-exclusive list of prohibited activities which ElderSource volunteers should not engage in via social media. When considering how to engage in online activities, volunteers should consider both specific prohibitions provided below and general objectives expressed in this social media policy.

**Volunteers should not post or discuss:**

* ElderSource trade secrets or other confidential or proprietary information as defined in the Confidentiality and Trade Secret’s policy, the confidential or proprietary information of the Department of Elder Affairs, or ElderSource’s vendors or suppliers.
* Statements about ElderSource, its directors, officers, managers, supervisors or employees, which the volunteer knows to be false or has no basis to believe to be true.
* Client identifiable information of any kind without the expressed consent or written permission of the client. Even if an individual is not identifiable by name within the information you wish to share, if there is a reasonable basis to believe that person could still be identifiable from that information, its use or disclosure could be considered a violation of the Health Insurance Portability and Accountability Act (HIPPA) and ElderSource or DOEA policy.
* Negative or derogatory information or statements about ElderSource’s resources or services.
* Negative or derogatory information or statements about ElderSource’s competitors, agents, customers, vendors or other third parties.
* Comments about others that are vulgar, obscene, threatening, intimidating, or a violation of ElderSource’s policy against discrimination, harassment, or hostility on account of age, race, religion, sex, including sexual preference, gender identity and gender expression, national origin, disability or any other protected characteristic.
* Do not tag the agency in anything online that is unrelated to the agency’s mission including: personal photos, videos etc.
* Any “recommendation” of ElderSource employees, vendors, competitors or other ElderSource business associates or customers without obtaining prior authorization from the CEO of ElderSource.

Volunteers should not use ElderSource’s trademark or copyright materials for commercial use without the expressed written consent and approval of the ElderSource CEO.

Volunteers should comply with reasonable and legitimate request from ElderSource regarding agency topics that should not be discussed due to confidentiality or legal reasons.

**No Reasonable Expectation of Privacy**

ElderSource monitors social media and all other communication conducted on its electronic equipment systems. This includes, but is not limited to: computers, smart phones, wireless or hard-wired routers and internet access portals. Volunteers are not to login into social media using ElderSource equipment while actively volunteering, unless authorized by a supervisor as part of an assignment.

Accordingly, volunteers should have no expectation of privacy regarding any information they input to review while using ElderSource equipment or systems. This applies to both volunteer-related and personal use of social media and all content and information input to be reviewed including but not limited to username, passwords, codes or other information that enables access to any social media sites. Volunteers who violate this Social Media policy may be subject to discipline and discharged from volunteer duties.

**Full Disclosure**

Authorized volunteers using social media to communicate on behalf of ElderSource must always disclose their actual name along with their affiliation with ElderSource. Volunteers using social media in a personal capacity must never represent their views and opinions as those of the agency.

The Federal Trade Commission has imposed special requirements on “publishing promotional content online.” Promotional content is content “designed to endorse, promote, sell, advertise, or otherwise support the employer and its products and services.” While a volunteer may post comments that include promotional content, the volunteer may do so only if the volunteer discloses the volunteers affiliation with ElderSource and states the volunteer’s views and opinions are not necessarily the views and opinions of ElderSource.