

## Seekonk Swimming and Tennis Club, Inc. Social Media Policy

This policy provides guidance for member and employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

### **Principles**

The following principles apply to professional use of social media on behalf of Seekonk Swimming and Tennis Club, Inc. as well as personal use of social media when referencing Seekonk Swimming and Tennis Club, Inc..

- Members and employees need to know and adhere to Seekonk Swimming and Tennis Club, Inc.'s Code of Conduct, Rule book and bylaws, as well as any other company policies when using social media in reference to Seekonk Swimming and Tennis Club, Inc..
- Members and employees should be aware of the effect their actions may have on their images, as well as Seekonk Swimming and Tennis Club, Inc.'s image. The information that members and employees post or publish may be public information for a long time.
- Members and employees should be aware that Seekonk Swimming and Tennis Club, Inc. may observe content and information made available by members and employees through social media.
- Members and employees should use their best judgment in posting material that is neither inappropriate nor harmful to Seekonk Swimming and Tennis Club, Inc., its employees, or customers. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Members and employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, members and employees should check with the Club Manager or President of Seekonk Swimming and Tennis Club, Inc.. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions.
- Members and employees should refer these inquiries to authorized management or Board Members. If members or employees encounter a situation while using social media that threatens to become antagonistic, members and employees should disengage from the dialogue in a polite manner. All comments are subject to removal at the discretion of Management and Board Members.
- Members and employees should get appropriate permission before you refer to current or former employees, members, vendors or suppliers. Social media use shouldn't interfere with members or employee's responsibilities at Seekonk Swimming and Tennis Club, Inc..

Subject to applicable law, after-hours online activity that violates Seekonk Swimming and Tennis Club, Inc.'s Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.