

Social Media Policy

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POLICY

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

PROCEDURES

- The following principles apply to professional use of social media on behalf of Acadia Workforce, Inc. as well as personal use of social media when referencing Acadia Workforce, Inc.
- Employees need to know and adhere to Acadia Workforce, Inc. Code of Conduct, Employee Handbook, and other company policies when using social media in reference to Acadia Workforce, Inc.
- Employees should be aware of the effect their actions may have on their images, as well as Acadia Workforce, Inc image. The information that employees post or publish may be public information for a period of time.
- Employees should be aware that Acadia Workforce, Inc. may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to Acadia Workforce, Inc. its employees, or staff.
- 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.
- 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, employees should check with the Human Resources Department and/or supervisor.

Signature: _____ Date: _____

By signing my name above either digitally or manually, I certify that I have read understand and agree to comply with the policy. My signature certifies my understanding of the above policy and agreement with the above policy. I agree if I do not follow the policy this is cause for disciplinary action up to which may include immediate termination.

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PROCEDURES (continued from page 1)

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized Human Resources.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of Human Resources.
- Employees should get appropriate permission before you refer to or post images of current or former employees or personal. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with employee's responsibilities at the workplace. When using computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, blogs and Linked-In), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action up to termination.
- Subject to applicable law, after-hours online activity that violates Acadia Workforce, Inc. Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
- If employees publish content after hours that involves work or subjects associated with Acadia Workforce, Inc. a disclaimer should be used, such as this: The postings on this site are my own and may not represent Clinical Staff Support, Inc. & Nursing Group positions, strategies or opinions.
- It is highly recommended that employees keep Acadia Workforce, Inc. related social media accounts separate from personal accounts, if practical.

Signature: _____ Date: _____

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