

Electronic Communication and Social Media Code of Conduct

YMCA of Youngstown

In recent years, electronic communication and social media platforms have become increasingly popular. While these tools provide many benefits, they also present the potential for inappropriate behavior, increased access to vulnerable consumers, and privacy violations. Employees, volunteers, and consumers participating in this organization's programs, events, and activities shall adhere to the following Social Media Code of Conduct:

1. Do not engage in behavior or comments that are, or could be construed by any observer to be, harsh, abusive, coercive, threatening, intimidating, shaming, derogatory, demeaning, or humiliating.
2. Do not engage in personal attacks, sexually oriented conversations, or discussions about sexual activity.
3. Be a positive role model by exhibiting professionalism in all interactions; portray an attitude of respect, loyalty, patience, courtesy, tact, and maturity.
4. Only program-related messaging may be communicated electronically between employees and volunteers of the organization and consumers, and parents/guardians. Such communication should generally occur during standard business hours.
5. Employees and volunteers are prohibited from sending private messages to consumers and/or replying to private messages from a consumer. If a consumer attempt to privately communicate with an employee or volunteer electronically, their supervisor must be notified immediately.
6. Personal social networking profiles and/or blogs of employees and volunteers shall be private and not shared with consumers. Employees and volunteers with profiles on social networking sites shall not request to be "friends" with or follow consumers or approve friend or follow requests from consumers.
7. Never reveal sensitive or confidential information, including identifiable details or photos of a consumer without written consent from their parent or legal guardian.
8. Employees and volunteers may not post on their personal social media accounts any photographs or videos of consumers participating in the organization's programs. Posts that are made on the organization's public pages may be shared on personal accounts.
9. Employees and volunteers may not post or share inappropriate photos or comments on photos of consumers.

10. Do not make pornography in any form available to consumers participating in the organization's programs, events, and activities or assist consumers in any way in gaining access to pornography.
11. Employees and volunteers may not create web pages or social media accounts on behalf of the organization unless they have prior approval to do so and may not misrepresent their work with the organization or the organization itself. More than one leader must be made administrators of the accounts.
12. Employees and volunteers engaging in social media and online communication become a public figure associated with the organization and are responsible to help protect the organization and its consumers. Always act in a professional and constructive manner and use sound judgement before posting or sharing content.
13. Rather than personally defend the organization's reputation, employees and volunteers should notify their supervisor or an administrator of a negative comment or online representation or if any member of the media contacts them about any matter related to the organization.
14. Employees and volunteers must adhere to uniform standards of electronic communication and social media use as outlined in any applicable organizational policies and procedures.
15. This Code of Conduct and associated policies and procedures shall be provided to parents/guardians of consumers. It shall also be available on the organization's website for public view.
16. Consumers and Parents/guardians may request in writing that a consumer not be contacted through any form of electronic communication or social media by an employee or volunteer of the organization.

Acknowledgment of Electronic Communication and Social Media Code of Conduct

I have received a copy, read, and voluntarily agree to comply with this organization's Electronic Communication and Social Media Code of Conduct. I understand that failure to comply with these policies may result in my removal from this organization.

(Please Print)

Name _____

Program or Department: _____

Signature _____ Date _____

Parent/Guardian Name (*if applicable*) _____

Signature _____ Date _____