Policy Name: Social Media Policy	**Sections:** III Human Resources	**Programs:** All
	Standard/Area: G.3. Risk Management	**Review Date:** 1/14, 2/15, 12/16, 2/17, 11/19, 10/22, 4/25
File: Social Media Policy.pdf	**Effective Date:** 2/17	**Revised: 4/29/25**

Section I: Intent

At MVCS, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Section II: Policy

This policy applies to all individuals representing MVCS who use social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, blogs, and any other online forums or social networking sites. This policy establishes guidelines for the appropriate use of social media by employees, volunteers, and board members of Martha's Vineyard Community Services (MVCS). The goal is to protect the organization's reputation, ensure compliance with legal and ethical standards, and promote transparent and responsible communication.

Section III: Procedures

Definitions

Social media: Online platforms and tools that facilitate the creation, sharing, and exchange of information, ideas, and content.

Organization Representation: Any social media activity that identifies an individual as a representative of MVCS or relates to their role within the organization.

General Principles

Respect and Professionalism: All social media interactions should reflect MVCS's values of respect, integrity, and professionalism.

Confidentiality: Do not share confidential, proprietary, or sensitive information related to MVCS, clients, or partners.

Accuracy: Ensure that all information shared is accurate, timely, and respectful.

Legal Compliance: Abide by applicable laws, including copyright, defamation, privacy, and intellectual property rights.

Guidelines for Personal Use

Personal Accounts: Employees and volunteers are encouraged to use personal social media accounts responsibly. While personal accounts are separate from organizational accounts, individuals should avoid posting content that could harm MVCS's reputation.

Disclosure: If discussing work-related topics or mentioning MVCS on personal social media accounts, clearly state your relationship with the organization (e.g., "The views expressed are my own").

Separation of Roles: Do not use personal social media to represent MVCS or speak on behalf of the organization unless authorized.

Guidelines for Organizational Use

Authorized Accounts: Only designated individuals may manage official MVCS social media accounts.

Content Approval: All posts must be reviewed and approved by designated communications staff or leadership prior to publication.

Content Standards: Content should be positive, inclusive, and aligned with MVCS's mission and values.

Engagement: Respond to inquiries and comments professionally and promptly, maintaining respectful dialogue.

Monitoring: Regularly monitor social media channels for inappropriate or harmful content.

Privacy and Confidentiality

Respect the privacy rights of clients, staff, and partners. Do not share identifiable personal information without explicit consent.

Avoid posting images or videos of clients or staff without proper authorization.

Handling Negative Content or Crises

Negative Comments: Address them professionally, and if necessary, redirect to appropriate channels.

Crisis Situations: Do not respond to crisis or sensitive issues on social media. Notify designated leadership staff (CEO and CAO) immediately.

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with MVCS' equipment policies.

Do not use MVCS email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited

MVCS prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Enforcement

Violations of this policy may result in disciplinary action, up to and including termination of employment or volunteer status. MVCS reserves the right to remove inappropriate content and to revoke access to organizational social media accounts as needed.

Section IV: Distribution and Training

This Policy and associated attachments are distributed on the MVCS shared Drive (P) and also on the Employee Portal. Notifications related to new, amended, or reviewed policies will be communicated to MVCS leadership and program directors for dissemination to their staff as appropriate. The policy may be directly disseminated to appropriate staff and/or staff groups via email notification after initial dissemination to leadership as per direction of the CEO or designee. The dissemination will be performed by the Chief Administrative Officer.

Section V: Legal, Regulatory, Accrediting, and Other Related References and Resources

Status: final