

ULSTER COUNTY RESOURCE RECOVERY AGENCY (UCRRA)

Social Media Policy

At Ulster County Resource Recovery (UCRRA), we recognize the Internet provides unique opportunities to participate in interactive discussions and share information using a wide variety of social media. However, use of social media also presents certain risks and carries with it certain responsibilities. To minimize risks to the Agency, you are expected to follow our guidelines for appropriate use of social media. This policy applies to all employees, staff, board members and personnel who work for UCRRA.

Do not use/open/respond to social media while on work time and/or on equipment UCRRA provides, unless it is work-related and authorized by your manager. Do not use UCRRA email addresses to register on social networks, blogs or other online tools utilized for personal use.

Guidelines

For purposes of this policy, *social media* includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, 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, whether associated or affiliated with the Agency, as well as any other form of electronic communication.

Agency principles, guidelines, and policies apply to online activities just as they apply to other areas of work. Ultimately, you are solely responsible for what you communicate in social media. You may be personally responsible for any litigation that may arise should you make unlawful defamatory, slanderous, or libelous statements against any customer, manager, supplier, or employees of the Agency.

Know and Follow the Rules

Ensure your postings are consistent with these guidelines. Postings that include unlawful discriminatory remarks, harassment, and threats of violence or other unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be Respectful

UCRRA cannot force or mandate respectful and courteous activity by employees on social media during nonworking time. However, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as unlawful, slanderous, threatening, or that might constitute unlawful harassment, disciplinary action will result. (Examples of such conduct might include defamatory or slanderous posts meant to harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, age, national origin, religion, veteran status, or any other status or class protected by law or UCRRA policy). Your personal posts and social media activity should not reflect upon or refer to the UCRRA in any way.

Maintain Accuracy and Confidentiality

When posting information:

- Maintain the confidentiality of trade secrets, intellectual property, and confidential commercially-sensitive information (i.e. financial or sales records/reports, marketing or business strategies/plans, product/process development, customer lists, patents, trademarks, etc.) related to the Agency.
- Do not create a link from your personal blog, website, or other social networking site to a UCRRA website that identifies you as speaking on behalf of the Agency.
- Never represent yourself as a spokesperson for UCRRA. If the Company is a subject of the content you are creating, do not represent yourself as speaking on behalf of the Agency. Make it clear in your social media activity that you are speaking on your own behalf.
- Respect copyright, trademark, third-party rights, and similar laws and use such protected information in compliance with applicable legal standards.

Using Social Media at Work

Do not use social media while on your work time, unless it is work related as authorized by your supervisor or consistent with policies that cover equipment owned by the Agency.

Media Contacts

If you are not authorized to speak on behalf of UCRRA, do not speak to the media on behalf of it. Direct all media inquiries for official Agency responses to the Executive Director.

Retaliation and Your Rights

Retaliation or any other negative action is prohibited against anyone who, based on a reasonable belief, reports a possible deviation from this policy or cooperates in an investigation. Those who retaliate against others 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.

Nothing in this policy is designed to interfere with, restrain, or prevent employees from communications regarding wages, hours, or other terms and conditions of employment, or to restrain employees in exercising any other right protected by law. All employees have the right to engage in or refrain from such activities.