

THE COUNSELING SOURCE, INC.

POLICY AND PROCEDURE

TITLE: Social Media Policy

PURPOSE: To provide company expectations and general guidance for employees on the use of social media. For purposes of this policy, “social media” may include, but is not limited to, the use of social networks, blogs, personal websites, wikis, online forums, virtual worlds, and any other online medium allowing the user to express his or her personal views or beliefs.

The Counseling Source acknowledges the use of social media as an important tool for communicating and connecting with others. The following procedures outline the company’s expectations of the social media user relative to employment at The Counseling Source:

PROCEDURE:

1. The employee who engages in the use of social media should adhere to the following in respect to The Counseling Source as the employer:
 - The Counseling Source should not be identified as a place of employment on the employee’s personal social media account.
 - Personal, non-clinical use of social media on company-owned computers or mobile devices is prohibited.
 - The publishing of confidential information relative to The Counseling Source, current or former clients, co-workers, and facility staff is strictly prohibited. In addition, special care should be taken to ensure no information is posted that could lead to indirect identification of current or former clients, co-workers, and facility staff.
 - There should be no online correspondence or “friending” of clients, current or former. In addition, there should be no online correspondence or “friending” of clients’ family members, friends, and members of their support network.
 - There should be no online correspondence or “friending” of facility/school staff. If a facility staff person requests contact through a social media forum, the employee should politely explain in person that this is against company policy.
 - Use of The Counseling Source logo is prohibited.
 - Discriminatory content (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances) will not be tolerated under any circumstances.

- Employees are prohibited from posting defamatory, pornographic, proprietary, harassing, libelous, or anything that may be potentially harmful to the company or affiliates.
 - Employees should never act as a company spokesperson or engage in commentary that might be construed as being representative of the viewpoints of The Counseling Source.
2. The employee should consider implementation of the following guidelines in their use of social media:
 - If applicable, it is recommended that employees consider changing their privacy settings from “public” to “private” and take available measures to maintain privacy.
 - The use of social media should not occur during the work day with the exception of those instances in which it has specific therapeutic value to the clients being served.
 - The employee should practice good clinical judgment should social media be used as a clinical tool. The use of social media in this context is clearly differentiated from the personal use of social media during the workday.
 3. If the employee should become aware of a posting or content that is incorrect or could be potentially harmful to The Counseling Source or its affiliates, this information should be reported at once to the Executive Director for further investigation.
 4. The employee is subject to discipline, up to and including termination of employment, should the employee fail to comply to the Social Media Policy. It should be known that the company has the right to monitor employee’s participation in social media sites without consent of the employee.

REVIEWED: March 2018