

## 1.18a Social Media Guidelines for Employees and Volunteers

BACI encourages using social media tools to explore how we can expand and develop community connections. The following guidelines reflect current best practices for safe and collaborative online engagement.

Please refer to the Association's Social Media Policy for more information, or contact the Communications Department if you wish to learn more about social media or how to support persons served in this area.

### **Guidelines for safe and effective online engagement:**

1. Add value to the conversation. Make contributions that help you or others solve a problem; improve knowledge or skills or build a sense of community. Write about what you know from your own perspective, and include links to relevant resources.
2. Develop community. Understand the concept of community, and that it exists so that you can support others, and they in turn can support you. Connect and share information with others in your communities of interest.
3. Respect privacy, copyright laws and fair use. Always give people proper credit for their work and make sure you have the right to use something (text or images) with attribution before you publish.
4. Show respect for audiences and colleagues by ensuring that content is family friendly, protects the privacy of others and respects different opinions. The same guidelines and etiquette that you use at work apply in the social space.
5. Be transparent about who you are and who you represent. Any communication through social media can become public, and the identity of an anonymous contributor identified.
6. Set up a professional profile for posting on public sites and identify yourself when posting. Facebook or twitter users who have a personal account and who follow BACI's are encouraged to open a professional Facebook account to follow the Association. This will assist employees and volunteers in better protecting and controlling their professional Facebook character and will enable them to set their personal pages as Private.
7. BACI welcomes ambassadors! The Association is best represented by its people. Use your professional profile to help develop connections for BACI. Share our online stories, community event listings, and news about our initiatives or current job opportunities. If you blog about community living, please let us know and connect with us!
8. Comply with all linking BACI policies and procedures, including the Photography Procedure.

**Linking Policies**

- 1.8 Code of Ethics
- 4.5 Bullying & Harassment Policy
- 8.1 Privacy Protection for Individuals
- 8.3 Privacy Protection for Employees
- 9.1 Rights & Responsibilities of People with Disabilities

**Statement of Compliance**

I have read BACI's Social Media Guidelines. I fully understand them and agree to abide by them.

\_\_\_\_\_  
(Board, employee, or volunteer name)

\_\_\_\_\_  
(Board, employee, or volunteer signature)

(Date) \_\_\_\_\_