

CAIS Policy O-802 Social Media

Purpose: To govern the publication of and commentary on social media

Definitions:

‘Social media’ – for the purposes of this policy, means any facility for online publication and commentary.

Policy Statement:

This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Please be sure to read our [Confidentiality And Conflict Of Interest Policy](#), which is incorporated herein by reference, especially the section on Public Pronouncements, which reads: “No person to whom this Policy applies, other than the Chair of the Board and the Executive Director, shall speak to, or interact with, the public, media, or other organizations on matters pertaining to CAIS’s operations or policies without having been explicitly authorized to do so by the Chair of the Board or the Board of Directors.”

CAIS employees, Board members, volunteers, and independent contractors (CAIS Personnel) are subject to this policy to the extent they identify themselves as a CAIS employee, Board member, volunteer, or independent contractor. CAIS Personnel are to use good judgment in all online comments. Even on their personal time they must post responsibly and respectfully.

When engaging in personal social media use, CAIS Personnel should not use their identity as CAIS employees, Board members, volunteers, and independent contractors, including CAIS email accounts in association with personal sites that are outside the scope of CAIS’s mission. Privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Before engaging in work related social media, CAIS Personnel must obtain the permission of the Executive Director. Once permission has been granted, CAIS Personnel are free to publish or comment via social media in accordance with this policy (Note: any potential crisis communications or mainstream media inquiries must be referred to the Executive Director or the Chair of the Board). The overall goal is to participate online in a respectful, relevant way that protects our reputation.

The following guiding principles should be respected when using social media:

1. Confidential information should never be published. Confidential information includes things such as unpublished details about our business, details of current projects, financial information, and research. All information relating to member and candidate schools is confidential. We must respect the wishes of our members regarding the confidentiality of current projects. We must also be mindful of the competitiveness of

their industry.

2. Copyright laws should be understood and respected. It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including CAIS copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
3. Respect should always be maintained for the audience, CAIS, and coworkers. Don't be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion.
4. CAIS members, partners and suppliers should be protected. Member schools, partners and suppliers should not be cited or obviously referenced without their approval. Never identify a member, partner or supplier without permission and never discuss confidential details of a member engagement.
5. Identify and respond to mistakes openly and quickly. If you make an error, be up front about your mistake and correct it. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Policy violations will be subject to disciplinary action, up to and including termination for cause.