

The Excalibur Group recognizes the importance of the Internet in shaping public thinking about our organization and our current and potential programs, products, employees, partners, and customers. The Excalibur Group also recognizes the importance of our employees joining in and helping shape industry conversation and direction through blogging and interaction in social media.

We are committed to supporting your right to interact knowledgeably and socially on the Internet through blogging and interaction in social media. Consequently, the guidelines outlined in our social media policy will help you make appropriate decisions about:

- Your work-related blogging and social media use
- The contents of your blogs and personal web sites
- Postings on interactive sites including video or picture sharing sites
- The comments that you make online on blogs and elsewhere on the public Internet
- Your response to people who post their comments either publicly or by email

These guidelines will help you open up a respectful, knowledgeable interaction with people on the Internet. They also protect the privacy, confidentiality, and interests of The Excalibur Group.

Note that these policies and guidelines apply only to work related sites and issues, and are not meant to infringe upon your personal interaction or commentary online.

Guidelines for Interaction about The Excalibur Group on the Internet

- If you are developing a web site or writing a blog *that will mention our organization*, identify that you are an employee of The Excalibur Group, and that the views expressed on the blog or web site are yours alone and do not represent the views of The Excalibur Group.
- Unless given advanced permission by your supervisor, you are not authorized to speak on behalf of The Excalibur Group, or to represent that you do so.
- If you are developing a web site or writing a blog that will mention our organization's name, as a courtesy to The Excalibur Group, please let your supervisor know that you are writing them; your supervisor may choose to visit from time to time to understand your point of view.

Respect and Privacy Rights Components of the Social Media Policy

- Speak respectfully about The Excalibur Group and about our current and potential employees, customers, partners, and competitors. Do not engage in name-calling or behavior that will reflect negatively on The Excalibur Group's reputation.
 - Note that the use of copyrighted materials, making unfounded or derogatory statements, or misrepresentation is viewed unfavorably by The Excalibur Group and can result in disciplinary action up to and including employment termination.

- The Excalibur Group encourages you to write knowledgeably and accurately, using appropriate professionalism. Despite disclaimers, your web interaction can result in members of the public forming opinions about The Excalibur Group and its employees, partners, and services.

Competition Component of the Social Media Policy

You may not sell any service that would compete with any of The Excalibur Group’s services without permission in writing from your supervisor.

- This includes, but is not limited to training, books, products, and freelance writing. If in doubt, talk with your supervisor.

Legal Liability Component of the Social Media Policy

- Recognize that you are legally liable for anything you write or present online. Employees can be disciplined leading up to termination by The Excalibur Group for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- You can also be sued by The Excalibur Group employees, members, competitors, and any individual or organization that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

Media Contact Component of the Social Media Policy

- Media contacts about The Excalibur Group and our current and potential services, employees, partners, customers, and competitors should be referred for coordination and guidance to the Communications Manager.

Electronic Communication with Youth and Program Participants

The Excalibur Group’s obligation to protect children and our program participants is paramount.

- The Excalibur Group staff should not have contactor communication outside of work with minors (under age 18) who’s family, legal guardian or friend participates in The Excalibur Group or Adell C. White Workforce Center (ACW) programs, or who have accompanied a family member, legal guardian, or friend to any The Excalibur Group or ACW programs.
- For purposes of this policy, a “youth” is anyone under eighteen (18) years of age who:
 - Their legal guardian/parent participates in The Excalibur Group or ACW programs, or whom an Excalibur employee has met through Excalibur or ACW programs.
- For employees managing The Excalibur Group or ACW social media channels or outreach initiatives:
 - Private friending of program participants or youths is prohibited
 - Private messaging or Direct Messaging (DMs) with program participants or youths is prohibited

Roles and Responsibilities:

- Brand guidelines – Communications Manager
- Social media crisis response, security and legal concerns, customer service and channel monitoring - Communications Manager
- Message approval on Adell C. White Workforce Center Facebook Group – Case Managers acting as Page Moderators, Program Manager, and Communications Manager
- ACWWC Social Media content approval – Program Manager and/or Communications Manager
- The Excalibur Group Social Media content approval – Communications Manager

Privacy and Disclosure procedures:

- Honor the privacy rights of our current employees by seeking their permission before writing about or displaying internal The Excalibur Group or ACW happenings that might be considered to be a breach of their privacy and confidentiality.

Potential Legal Risks:

- Credit your sources! If you want to use a photo from the internet to best capture your message, be sure to give credit to the original source in the post content.

Security Risks:

- Keep your account log-in and passwords secure.

Accountability:

- In the case of public outreach in an emergency or public relations scenario, employee should hand-off to Manager and/or Communications Manager for further direction.