

## Volunteer Social Media and Electronic Disclosure of Information

The purpose of this policy is not to restrict the flow of useful and appropriate information, but to minimize the risk to CBHS and its volunteers. CBHS recognizes the growing importance of online social media networks as a communication tool and respects the rights of volunteers to use these mediums.

While the content of a volunteer's social media network(s) may be considered to be personal, it is important that volunteers consider that there are limitations regarding information that can be posted or disclosed on the internet. In general, volunteers who participate in social media are free to publish their own personal information without censorship by CBHS. Volunteers must avoid, however, posting information that could place CBHS at competitive or legal risk. All volunteers are responsible for maintaining CBHS's positive reputation and presenting the CBHS in a manner that safeguards the positive reputation of themselves, as well as, CBHS employees, directors, board members, and donors.

CBHS takes no position on volunteers' decisions to participate in the use of social media networks. However, volunteers who participate in social media are encouraged to limit information about their work at CBHS to what would typically come up in a social conversation, as follows:

- Work information such as company name and volunteer duties.
- Personal participation in CBHS sponsored events.

If a volunteer chooses to identify as a CBHS volunteer on any social media network, they must state in clear terms that the views expressed are the volunteer's alone and that they do not reflect the views of the CBHS. Volunteers are prohibited from acting as a spokesperson for CBHS or posting comments as a representative of the company.

There are some types of information volunteers are not permitted to discuss or display online, including, but not limited to:

- Information that is confidential or proprietary to CBHS, or to a third party that has disclosed information to the company. For example:
  - Information about or identifying staff members; volunteers; CBHS customers, partners, vendors, suppliers, directors, board members or donors; or
  - Information that may be valuable to a competitor including specific service information or pricing; and CBHS fundraising campaign strategies.
- Statements disparaging the CBHS's or our competitor's services, executive leadership, coworkers, board members, strategy, and business prospects.
- CBHS's logo and images of staff, volunteers, CBHS premises, or CBHS property on any social media network without permission.
- Statements, comments, or images referencing illegal drugs or that include profanity or could be considered obscene.

- Specific information regarding any of the individual animals including disposition stats, placement stats, or medical treatments.
- Statements, comments, or images that disparage any race, religion, gender, sexual orientation, disability, or national origin. Also, any communication that engages in personal or sexual harassment, unfounded accusations, or remarks that would contribute to a hostile work environment (racial, sexual, religious, etc.).
- Statements, comments, or images that describe or depict any behavior which is inconsistent with CBHS policies.

**CBHS Social Media Presence**

The CBHS maintains a corporate presence on social media sites that are deemed appropriate for marketing the company to the public. These pages are maintained by the Co-Directors, however, volunteers are encouraged to participate on these pages while representing themselves personally, following the guidelines above.

Volunteers will be subject to discipline including possible removal from the CBHS volunteer program for any social media posting that CBHS determines is detrimental to the company’s business. Note that volunteers will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or proprietary company information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media. Further, volunteers may be liable for monetary damages for such disclosure.

**Misinformation Correction**

Federal law requires that any volunteer who endorses the CBHS online must disclose his or her volunteer status in the endorsement. CBHS appreciates that volunteers may be tempted to correct misinformation about CBHS that might randomly appear online. If such a situation occurs, the volunteer should relay the information to the volunteer supervisor, who will determine the best response, if any.

**Violation of Policy**

The nature of any social media posting and degree of harm to CBHS will be factors in determining whether discipline will be imposed and the severity of any such discipline, up to and including dismissal as a volunteer.

By signing this document you recognize that you have read and understand the above rules pertaining to the CBHS and its social media policies.

\_\_\_\_\_  
Volunteer Signature

\_\_\_\_\_  
Volunteer Name (please print)

\_\_\_\_\_  
Date