

Social Media Guidelines for Using at Work

DRAFT

In all the research available about using social media at work administrators are encouraged to hire good people and trust them. With that being said there are many ways to appropriately use social media during the work day to learn and share information that furthers the mission of PACER Center which is to expand opportunities and enhance the quality of life of children and young adults with disabilities and their families, based on the concept of parents helping parents. Social Media is growing exponentially and with it our ability to reach more people. Be responsible when using social media and don't let it detract from your productivity. Using social media at work falls under PACER Internet Procedures which have been included for your review. Below is a very short list of social media guidelines.

Do:

Explore social media so that you become more comfortable using it and talking about it.

People everywhere are talking about social media tools. There are over 100 different tools for connecting with other people. With hundreds to choose from the novice user of social media can be quite intimidated. Where do you start? I would start with tools that more people are likely to be using. Some of the more popular tools include Facebook, Twitter, Delicious, Digg, YouTube and Flickr. Attend a Social Media workshop to find out all about social media tools and then get some 1:1 help getting started.

Do:

Use social media to promote the mission of PACER.

Example: You come across an interesting article about using the iPhone in the classroom. You click the share button and post it to your Facebook wall.

Don't:

Use social media to promote non professional work

Example: You invite all of your friends to become a fan of Smiling.

Do:

Let your friends know what you are doing at PACER or let them know about PACER events

Example: Development creates an event in Facebook. You receive the event notification because you are a fan of PACER Center. You can share it with your friends by clicking on the share button.

Don't:

Engage in lengthy conversations, take surveys or play games.

Do:

Let your friends and family know that they can get helpful information by checking out the PACER Facebook page, YouTube channel, podcasts and others as we

develop them. If someone asks you an information and referral question, answer it. And you can count it as an intake.

PACER Internet Procedures

- A. PACER's connection to the Internet is principally for work-related purposes. Any unauthorized use of the Internet is prohibited. Unauthorized uses include (among others) posting, viewing, downloading or otherwise receiving or transmitting offensive, defamatory, pornographic or sexually explicit material (unless authorized in writing by the Executive Director); engaging in computer "hacking" or other related activities; or attempting to disable or compromise the security of information on any computer.
- B. A user may participate in work-related Internet discussion groups, but only to the extent that such participation (i) does not reflect adversely on PACER, (ii) is consistent with all PACER standards and policies (including those regarding confidential information and public statements) and (iii) does not express any position that is (or may be interpreted as) inconsistent with any position taken by PACER. Any other posting using PACER's name or otherwise identifying PACER must be approved in advance by your supervisor.
- C. A subscription to an Internet mailing list is permitted only if the subscription is (i) work related or (ii) does not generate numerous messages.
- D. Information posted, viewed or downloaded from the Internet may be protected by copyright laws. Reproduction of protected information is permitted only if such reproduction is (i) fair use or (ii) based on express permission given by the copyright owner that is on file with PACER.
- E. Only the authorized Network Administrator may establish Internet or other external network connections. Other connections may cause unauthorized access to PACER's systems and information and are prohibited. Prohibited connections include (among others) the establishment of host with public modem dial-ins, World Wide Web home pages and File Transfer Protocol.
- F. Each file downloaded from the Internet must be checked for possible computer viruses and the virus-checking software on each PACER computer will ordinarily perform this check automatically. Each user should contact the Network Administrator before downloading any file if the user has questions about a potential virus or reason to believe that the file poses particular risks.
- G. Files are cleaned out periodically to avoid overload on the system. See the Network Administrator for assistance if necessary.
- H. The principle purpose of the Internet is business communications of PACER and its contacts. The Internet should not be used to solicit or work on outside business ventures, conduct personal business or for any political or religious purpose (unless approved by supervisor and Executive Director.)