

# The Greater East Pasco Chamber of Commerce

## Bloggging and Social Media Policy 2024

The Greater East Pasco Chamber of Commerce, its subsidiaries and affiliates (hereinafter referred to in this document as “Chamber” or “Company”) recognizes the importance of the Internet in shaping public thinking about our Company and our current and potential products, Team Members, partners, and customers. Chamber also recognizes the importance of our Team Members joining in and helping shape industry conversation and direction through blogging and interaction in social media. So, Chamber is committed to supporting your right to interact knowledgeably and socially in the blogosphere and on the Internet through blogging and interaction in social media.

Consequently, the guidelines in this blogging and social media policy will help you make appropriate decisions about your work-related blogging and the contents of your blogs, personal Web sites, postings on wikis and other interactive sites, postings on video or picture sharing sites, or in the comments that you make online on blogs, elsewhere on the public Internet, and in responding to comments from posters either publicly or via email. Our internal E-Commerce, Tele-Communications and Privacy Policy remains in effect in our workplace.

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 Chamber and our current and potential products, Team Members, clients, patients, customers, vendors, or visitors, and competitors.

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 Chamber on the Internet**

If you are developing a Web site or writing a blog that will mention Chamber and / or our current and potential products/services, Team Members, partners, clients, patients, customers, vendors, visitors, and competitors, identify that you are a Team Member of your Company and that the views expressed on the blog or Web site are yours alone and do not represent the views of the Company.

1. Unless given written permission by the President/CEO, you are not authorized to speak on behalf of the Company, or to represent that you do.
2. If you are developing a site or writing a blog that will mention Chamber and / or our current and potential products/services, Team Members, partners, customers, and competitors, as a courtesy to Chamber, please notify The President/CEO that you are creating this blog. The President/CEO may choose to visit from time to time to understand your point of view.

## **Confidential Information Component of the Blogging Policy**

1. You may not share information that is confidential and proprietary about the Company. This includes information about trademarks, upcoming product releases, sales, finances, number of products sold, number of Team Members, Company strategy, and any other information that has not been publicly released by the Company.

These are given as examples only and do not cover the range of what the Company considers confidential and proprietary. If you have any question about whether information has been released publicly or doubts of any kind, speak with the President/CEO before releasing information that could potentially harm our Company, or our current and potential products, Team Members, partners, and customers. You may also want to be aware of the points made in the non-disclosure agreement you signed when you joined our Company.

2. Chamber's logo and trademarks may not be used without explicit permission in writing from the Company. This is to prevent the appearance that you speak for or represent the Company officially.

## **Respect and Privacy Rights Components of the Blogging Policy**

1. Speak respectfully about the Company and our current and potential Team Members, customers, partners, and competitors. Do not engage in name calling or behavior that will reflect negatively on your Company's reputation. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by your Company and can result in disciplinary action up to and including immediate employment termination.
2. Chamber encourages you to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, your Web interaction can result in members of the public forming opinions about your Company and its Team Members, partners, and products.
3. Honor the privacy rights of our current Team Members by seeking their permission before writing about or displaying internal Company happenings that might be considered to be a breach of their privacy and confidentiality.

## **Competition Component of the Blogging Policy**

1. You may not sell any product or service that would compete with any of your Company's products or services without permission in writing from the President/CEO. This includes, but is not limited to training, books, products, and freelance writing. If in doubt, talk with the President/CEO.

## **Your Legal Liability Component of the Blogging Policy**

1. Recognize that you are legally liable for anything you write or present online. Team Members can be disciplined, up to and including immediate termination, by the Company 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 Company Team Members, competitors, and any individual or Company that views your commentary, content, or images as

defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

**Media Contact Component of the Blogging Policy**

1. Media contacts about our Company and our current and potential products, Team Members, partners, clients, patients, customers, vendors, visitors, and competitors should be referred for coordination and guidance to the President/CEO. This does not specifically include your opinions, writing, and interviews on topics aside from our Company and our current and potential products, Team Members, partners, clients, patients, customers, vendors, visitors, and competitors.

**Blogging and Social Media Policy**

By signing below, I acknowledge that I have read this policy and that I understand my obligations as an individual and member of Chamber and that my violation of this policy, whether willful or not, may be met with disciplinary action up to and including immediate termination.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_