

## SOCIAL MEDIA POLICY

### PURPOSE OF POLICY

This Social Media Policy ("Policy") provides guidance to the staff and volunteers of The Henry Ford with respect to communications via social media platforms such as Facebook, Twitter, Instagram, Pinterest, Linked-In, Flickr, YouTube, Tumblr, your personal blog, and other online communications forums. The purpose is to ensure that communications are consistent with the mission and other policies of The Henry Ford.

### APPLICATION OF POLICY

This Policy applies to any communication from you where you hold yourself out as a representative of The Henry Ford, and also where your comments reasonably could be understood by others at the online forum to be on behalf of The Henry Ford, even where you do not expressly represent yourself to be speaking on our behalf.

### RULES AND GUIDELINES

Social media is an evolving forum of communication.

- » Just as in the analog world, in the digital world we never disclose confidential information, or personal information about our employees, volunteers, members, guests and/or visitors. There are no exceptions.

- » Once The Henry Ford has made certain information public (exciting upcoming events, a new acquisition, a new partnership, a new exhibit, and the like) you are free to circulate that announcement and to communicate accurate, public information about the matter. Indeed, your enthusiasm for our programs and collections is very helpful to our mission!
- » Our online actions can and will be attributed to The Henry Ford. Therefore, we are courteous and friendly. We do not violate The Henry Ford's policy on discrimination or harassment. We do not disparage The Henry Ford's programs or services.
- » If we have complaints or concerns we contact our supervisor, Human Resources Officer or use the anonymous tip line. If you wish to express your opinion publicly online and it is possible that others could attribute your statement to The Henry Ford, please provide a disclaimer such as "these opinions are mine and do not represent the views of The Henry Ford."
- » The Henry Ford reserves the right to request that certain posts be corrected. These requests may be made to you orally or in writing, including informally by email from your supervisor, management, or Human Resources. If you receive a communication from a third

- » party about your online comments and such third party references  
The Henry Ford, you will promptly provide such communication to your supervisor.
  - » The Henry Ford has professional staff whose responsibilities include public relations, media communications, and the like. Please contact such staff if you observe online activity that can benefit from our professionals. One example is where a forum appears to lack accurate information about The Henry Ford or where there are concerns/criticisms about our programs or services that should be addressed by communications staff or management.
  - » Social media postings are “persistent” — they can endure for a very long time and can be shared instantly and worldwide. They do not disappear. Assume that your social media activity is visible to guests, co-workers, reporters, managers, suppliers and other members of our community, and that it can affect our reputation and relationships.
  - » If the subject on a social media forum is controversial or overheated, we have staff who can assist, so please contact such staff if you observe online activity that can benefit from our professionals.
  - » While at work, personal use of social media is limited to circumstances where you are on break. The Henry Ford monitors use of its resources without additional notice to staff or volunteers.
  - » In connection with our personal public media postings, we do not use the trademarks or logos of The Henry Ford unless we are linking to or sharing posts of The Henry Ford. The same is true for the trademarks of those with whom we have a business relationship. The professional staff of The Henry Ford are authorized to use trademarks and content in connection with authorized public communications. For your social media accounts, use an email address other than your email address at The Henry Ford.
  - » As a general rule, we do not post third party content protected by copyright; however, in certain circumstances some copyrighted content may be lawfully posted under U.S. law. Because those circumstances typically require a legal analysis, we recommend that you not post content if such posting could be attributable to The Henry Ford.
  - » Supervisors and management should use discretion if using social media to interact with nonsupervisory and nonmanagement employees for activities not related to work.
- If you have questions about this policy, or if you are unsure whether specific social media activity complies with this Policy, please seek clarification from Human Resources.



## **DISCIPLINE**

Violation of this Policy may result in discipline, as deemed appropriate by The Henry Ford, up to and including termination of employment.

## **REPORTING**

All employees and volunteers must report any violations of this policy by another employee or volunteer to the HR Director.