



## The William H. McGannon Foundation Social Media Policy

This Social Media Policy (the "**Policy**") applies to Members of the William H. McGannon Foundation Board of Directors ("**Board**"), in addition to McGannon Scholars and participants in the Student Involvement Program of the William H. McGannon Foundation ("**Students**").

For the purposes of the Policy, social media encompasses a broad range of sites and activity, including any facility for online publication and commentary. Examples of which include, but are not limited to networking sites such as Facebook, LinkedIn, Twitter, Instagram, Flickr, and YouTube.

The Policy is intended to complement and be read in conjunction with the William H. McGannon Foundation Code of Conduct, and any existing or future policies regarding the use of technology, computers, e-mail and the internet.

The William H. McGannon Foundation (the "**Foundation**") supports the use of social media as a method of engaging with our community, and facilitating communication and discussion.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. Board Members and Students are expected to abide by the highest standards of ethical behavior, integrity, and professionalism when interacting on social media.

### 1. Protect Your Own Privacy and the Privacy of Others

Once posted online, information can always be traced back and found virtually. You are responsible for all of your online activity. Be mindful and responsible for all posts and communications.

Do not post individually identifying, confidential, or sensitive information about a third party without their express consent. Information regarding, donors, industry partners

and other entities should be treated as confidential, unless you are explicitly told otherwise. Never identify a donor or industry partner by name without their permission.

## **2. The Foundation Social Media Platforms**

The Board will appoint a Social Media Manager from among its members. The Social Media Manager is the only individual authorized to manage the content of all Foundation social media platforms.

The Foundation social media platforms are open to the public. The Social Media Manager has authority to approve posts by others. All Student postings will be reviewed and approved by the Social Media Manager prior to posting on the Foundation social media platforms. Any inappropriate comments or postings will be removed.

## **3. Think About Consequences**

Your online personality may be linked to that of the Foundation, whether you intend to create the association or not. Accordingly, consider the impact of your social media activity on the interests and reputation of the Foundation, Members of the Board, and Students. Do not use social media in a way that may embarrass, ridicule, or compromise the Foundation.

## **4. Be Respectful**

The public, Members of the Board, Foundation donors, industry partners, and Students reflect a diverse set of customs, values and points of view. Do not be afraid to be yourself, but do so respectfully.

Do not use social media in any manner that results in the spread of content that may be offensive, defamatory, insulting, discriminatory, threatening, or otherwise inappropriate.

## **5. Respect the Law**

It is critical that you show proper respect for all applicable laws, including copyright laws, and the fair use of copyrighted material owned by others. This includes the Foundation's own copyrights and brands.

### *Disciplinary Action*

Breach of the Policy may result in disciplinary action, up to and including the rescission of scholarship funds, termination of Student's involvement in the Student Involvement Program and notification of Student's university faculty.

### **William H. McGannon Foundation Social Media Policy Acknowledgement**

I, \_\_\_\_\_ (print name), have read and understood the above Social Media Policy. I agree to follow the above Social Media Policy. I acknowledge that my acceptance of the terms of the Social Media Policy is required in order to receive any benefits from the William H. McGannon Foundation.

Sign name: \_\_\_\_\_

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