Social Media Policy

The purpose of this policy is to help you make informed and appropriate decisions when engaging in social networking and other online activities. This includes all forms of online publishing and discussion, such as blogs, wikis, file-sharing, user generated video and audio, virtual worlds, and social networking.

It is entirely your decision whether or not to participate in social networking and other online activities; however, your participation in these types of communications must not negatively affect your job performance, the performance of other employees, or the operations of the Institution.

Unless specifically instructed, employees are not authorized and therefore restricted to speak on behalf of the Institution and its affiliates. The Institution's Confidentiality Policy applies to your conduct online. You should not disclose on any online social computing platform the confidential or proprietary information of the Institution or any other person or entity. Such information includes but is not limited to student information, trade secrets, financial information, and strategic plans of the Institution.

If you discuss work-related topics online using personal social media forums or if your social computing activity refers to the Institution, you must make it clear that you are speaking for yourself and not on behalf of Salem by using a disclaimer such as: "The postings on this site are my own and do not represent the positions, strategies, or opinions of Salem Academy and College."

You are prohibited from using employer-owned equipment, including computers, Institution-licensed software or other electronic equipment, facilities or Institution time, to conduct personal blogging or social networking activities without prior consent from your supervisor.

Remember that you are personally responsible for information that you post online. Any comments that you post online related to your position or others at the Institution are expected to meet the highest standards of professional discretion and must comply with the following standards:

● Ensure that your online activities do not interfere with your job activities.

● Be sure that the content associated with you is consistent with your work at the Institution and the professional image you wish to convey.

● Engage in a manner that reflects the values of the Institution and use the same standards of honesty, respect, and consideration that you use in face-to-face interactions.

- Maintain compliance with all employee policies, including without limitations our policies on Confidentiality, Electronic Resources and Computer Lab Usage, Anti-Discrimination, Anti-Harassment, and Anti-Retaliation.

- Respect all copyright and other intellectual property laws. For Salem's protection as well as your own, it is critical that you adhere to laws governing copyright, fair use of copyrighted material owned by others, trademarks, and other intellectual property, including any Salem-owned copyrights, trademarks, and brands.

Salem Academy and College strives to anticipate and manage situations that may involve the media in order to reduce disruption for our students and employees and to maintain our reputation as a high-quality Institution. To best serve these objectives, the Institution will respond to the media in a timely and professional manner only through designated spokespersons, expressly authorized in writing by the President to do so.

If you become aware of social computing behavior or content that is not in keeping with this policy, you should immediately report the situation to your supervisor or Human Resources. Violations of this policy will result in disciplinary action, up to and including termination.