



## Social Media Policy

The State of New Jersey Department of Children and Families, Office of Licensing requires that all licensed Child Care Centers develop and follow a written policy on the use of social media

### **POLICY STATEMENT**

The Hamilton Area YMCA recognizes the value of online social media tools for connecting with members, staff, donors, and volunteers. Our web presence should project a positive image that is reflective of our overall brand and is consistent with our mission.

### **DEFINITION**

Social media, for the purpose of this policy, should be understood to include any website or forum that allows for open communication on the Internet including but not limited to: blogs, wikis, micro-blogging sites, social networking sites, virtual worlds, video and photo sharing websites and content published online by Hamilton Area YMCA employees.

If you choose to post a personal website or to participate in social media, (*i.e.* Facebook, Twitter, YouTube) chat rooms, or blogs, the following guidelines must be followed:

1. The Hamilton Area YMCA Code of Conduct requires that the staff do not initiate outside contact with members or program participants. Under no circumstances should an employee encourage access or provide access information to his/her personal website or blog to a teen member or program participant under the age of (18) eighteen.
2. The use of photos, logos, or images of the Hamilton Area YMCA or its programs is prohibited.
3. All staff members of the Hamilton Area YMCA must uphold the YMCA's value of respect for the individual and avoid making defamatory statements about the Hamilton Area YMCA supervisors, employees, members, participants, clients, partners, affiliates, and others including competitors.
4. Any personal website, blog, or social network interactions should not contain commentary and/or links that violate the Hamilton Area YMCA's policies on harassment or discrimination.

5. Any reference to the Hamilton Area YMCA must include a disclaimer stating that the views expressed are yours alone and they do not necessarily reflect views of the Hamilton Area YMCA.
6. Staff of the Hamilton Area YMCA are asked to promote the core values of caring, honesty, respect, and responsibility in their speech and behavior at the Hamilton Area YMCA, with the community, and in any public forum.
7. Facebook page – The Hamilton Area YMCA maintains a Fan Page on Facebook that is administered and maintained by the Senior Director of Marketing and Communications.
8. The only approved website is [hamiltonymca.org](http://hamiltonymca.org); no other website is endorsed by the Hamilton Area YMCA.
9. Posting Hamilton Area YMCA information and pictures on your personal social media page is prohibited (without approval). If you wish to post Hamilton Area YMCA related information/pictures on your personal page, approval is needed from the Departmental Director prior to posting.
10. Parents/Guardians are prohibited from posting photographs or videos (from the YMCA program) of any child other than their own.
11. The Hamilton Area YMCA requires that all staff members use good judgement and discretion when posting on social media sites and abide by the internal Hamilton YMCA Social Media Policy.