



**Procedure Statement:**

The Flower Cart strives to maintain a positive reputation in our community and in social media. An employee’s use of social media should not harm The Flower Cart’s reputation in any way.

**Definitions:**

Social media - Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merriam-Webster Dictionary). These include but are not limited to: Facebook, Twitter, LinkedIn, Myspace, YouTube, blogs, wikis, Reddit.

Work time – The period of time during a scheduled day of work between your schedule start time and your scheduled end time. NOT included in work time are authorized breaks and meal times. Work time can occur in a location other than your base of employment, e.g., working from home, at a training event, etc.

**Procedure:**

The Flower Cart’s social media:

1. The decision on what social media forms are used by The Flower Cart and its various businesses and programs is the responsibility of the Executive Director.
2. The Flower Cart social media and all social media forms created under a business or program of The Flower Cart are owned by The Flower Cart. All material shared and received through various The Flower Cart social media forms are owned by The Flower Cart.
3. All social media communications on behalf of The Flower Cart are approved in advance by the Executive Director.
4. Employees do not communicate on social media as a representative of The Flower Cart without prior authorization of the Executive Director. (If you believe you should be a representative of The Flower Cart in a form of social media contact the Executive Director to discuss your potential role in The Flower Cart's social media presence.)
5. Employees authorized to represent The Flower Cart in a form of social media may access the social media during work time.
6. Employees authorized by The Flower Cart to regularly monitor social media content will remove anything that does not conform to a standard of contributing positively to The Flower Cart's social media imprint. All employees of The Flower Cart have a duty to report content that violates this standard whenever and on whichever platform it is discovered, whether or not it originated from an employee of The Flower Cart. Content that is detrimental to The Flower Cart that was posted by someone outside of the organization (i.e. not a staff person, board member or other stakeholder) will be investigated by the Executive Director.

An employee’s personal use of social media:

1. An employee is held accountable for social media activities regardless of whether the employee thinks the activity is private or not work-related (see point #6 below for more detailed information).
2. The Flower Cart may observe:
  - a. public content made available by an employee through social media
  - b. social media content made available by an employee and reported to The Flower Cart by a third party.

3. The Flower Cart may monitor an employee's internet access inclusive of social media access at any time when the access is through a device owned by The Flower Cart, e.g., smartphone, laptop, CPU. As such an employee should not have a reasonable expectation of privacy when using a device of The Flower Cart.
4. An employee's personal use of social media should not conflict with a procedure of The Flower Cart that they must follow as an employee, e.g., confidentiality (of personal information) and confidentiality of information about income generating activities, conflict of interest.
5. An employee does not:
  - a. take a photograph, video or audio recording on The Flower Cart premises for personal use on social media.
  - b. use / share The Flower Cart protected materials on social media. Protected materials are materials owned by The Flower Cart, e.g., procedure files, forms, logos.
6. An employee does not make comments on social media that:
  - a. negatively affects The Flower Cart, inclusive of its products and services, visitors, and people and organizations that work for or with The Flower Cart.
  - b. prevents a fellow employee from doing his/her duties satisfactorily, e.g., threatening a co-worker through social media.
  - c. interferes with a fellow employee's ability to work effectively with the employee, e.g., making negative comments about the skills and abilities of a co-worker(s)
  - d. is unfaithful to The Flower Cart, e.g., sharing a The Flower Cart recipe through social media, starting an online business in competition with The Flower Cart.
  - e. deliberately attempts to undermine a supervisor's ability to direct employees, e.g., making negative comments about the skills and abilities of a supervisor
  - f. harms The Flower Cart's reputation, e.g., making negative comments about the quality of human service provided.
  - g. is illegal, defamatory, bullying, or discriminatory
7. An employee may make comments on social media that draws attention to The Flower Cart's:
  - a. current public advertising and communication, e.g. a newspaper ad, an article in an on-line publication
  - b. social media, e.g., Facebook, Twitter
  - c. entry on a social media, e.g., a scheduled event of The Flower Cart
  - d. web site or other internet presence, e.g., YouTube.
8. An employee does not:
  - a. engage in personal use of social media during work time.
  - b. leave personal social media open on computer monitors, or other viewable device, during work time.
9. An employee diverts work-related contacts received through social media to a work-related contact method, i.e., customer enquiries or comments, admissions inquiries, job inquiries, etc. are referred to as The Flower Cart contact method.

#### Unacceptable use of social media:

1. An allegation of a violation of this procedure will be investigated on behalf of The Flower Cart by the Executive Director or his/her designate
2. Employees must report to their supervisor comments discovered on social media that are, or are perceived as, violations of this procedure. The reporting of violations of this procedure will be kept as confidential as possible during any investigation that occurs.



3. Failure to follow this procedure may result in disciplinary action, up to and including termination of employment.

**Related Information:**

**Contact:**

Communication Committee

**Roles and Responsibilities:**

Executive Director

- Decides on what social media forms are used by The Flower Cart
- Approves social media communications
- Investigation allegations of procedure violations

Employees

- Responsible to follow this procedure and protect the reputation of The Flower Cart.
- Report comments discovered on social media that are violations of this procedure

**Revision History:**

August 18, 2014