



SOCIAL MEDIA AND CONFIDENTIALITY POLICY

The following policy regarding the official and non-official/personal use of social media and social networking services and tools is effective immediately. It is critical that social media tools be used in a responsible manner. As with e-mail and other electronic means of communication, the use of social media applications to communicate and engage with the public must be in accordance with all the applicable policies as stated in the Kansas City Indian Center Policies and Code of Ethics.

The following principles should be employed when using public-facing social media services in an official capacity within Kansas City Indian Center:

- Do not discuss any KCIC related information that is not considered public information. The discussion of sensitive, proprietary, or classified information is strictly prohibited. This rule applies even in circumstances where password or other privacy controls are implemented. Failure to comply may result in disciplinary action and/or dismissal.
- Third-party social media Web sites should never be the only place in which the public can view KCIC information. Any information posted to a third-party social media Web site must also be provided in another publicly available format such as the organizations' Web site.
- When you are representing KCIC in an official capacity, KCIC is responsible for the content you publish on blogs, wikis, social networking Web sites, Facebook or other forms of social media. Assume that any content you post may be considered in the public domain, will be available for a long period of time and can be published or discussed in the media.
- Know and follow the KCIC Policies, Standards of Conduct and Code of Ethics. Do not engage in vulgar or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.

The following principles should be employed when using public-facing social media services in a Non-official/Personal Use of Social Media and Social Networking:

- KCIC recognizes that these types of tools can sometimes blur the line between professional and personal lives and interactions. Therefore, employees and board members are reminded that, as representatives of KCIC, the above rules and guidelines must be taken into consideration when participating in these services at any time, but particularly when identifying themselves as employees or board members of KCIC or when context might lead to that conclusion. By exercising discretion and common sense when employing social media for professional or personal purposes, you will help assure that their great potential is fully realized without inadvertently compromising our professional, legal, or ethical standards.

- Employees and Board Members should remember that the Policies and Code of Ethics are applicable.
- Be aware of your KCIC association in online social networks. If you identify yourself as a KCIC employee, or board member, or have a public facing position for which your KCIC association is known to the general public, ensure your profile and related content (even if it is of a personal and not an official nature) is consistent with how you wish to present yourself as a KCIC professional, appropriate with the public trust associated with your position, and conform to existing standards, such as the Code of Ethics. Employees and Board Members should have no expectation of privacy when using social media tools.
- When in doubt, stop. Don't post until you're free of doubt.
- All posts should go through the Executive Director for proof reading before being posted on the KCIC website, Facebook, flyers, events, notices, community events, etc.
- In a publicly accessible forum, do not discuss any KCIC related information that is not already considered public information. The discussion of sensitive, proprietary, or classified information is strictly prohibited. This rule applies even in circumstances wherein password or other privacy controls are implemented. Failure to comply may result in disciplinary action or dismissal.

KCIC SOCIAL MEDIA AND CONFIDENTIALITY POLICY ACKNOWLEDGEMENT

As an employee or Board member of the Kansas City Indian Center, I understand that the organization endeavors to abide by the highest professional, ethical standards and demands as much of its employees and Board Members.

Those standards, as outlined in this document, have been made known to me and I understand my responsibility to follow them as they pertain to the functions of my job.

I understand that failure to comply with the terms set forth within this document will result in disciplinary action up to and including termination or dismissal.

I specifically acknowledge the responsibility for compliance with the contents of this document that applies to my duties when representing KCIC.

Name: _____

Signature: _____

Date: _____