Social Media Policy

Purpose

The following guidelines and policies have been established to help BHARP leverage social media to achieve its goals, increase brand awareness and best represent the organization in today's digital landscape.

Persons Affected

Any employee who manages BHARP Social Media or uses social media to represent BHARP.

General Guidelines

Respect Other Uses and Remain Professional

Respect other users and their opinions, and do not demean or discriminate against users on the basis of their age, race, origin, religion, gender, political stance or sexual orientation. Do not use profanity, threats or personal insults.

Confidentiality, Privacy and Defamation

Account managers may not post confidential or proprietary information about BHARP, its employees, members, providers, funders or other stakeholders. Note that certain federal and state statutes and regulations protect against the disclosure of certain information and apply to all uses of BHARP Social Media. BHARP Social Media may not post content that is defamatory, as defined by law, against any individual or entity.

Post Accurate Information and Comply with Copyright Laws

Credit sources as necessary and link content to original sources. Before posting or responding to users, double-check that all information you share with your audience is truthful. If you are unsure, contact appropriate sources to confirm that all information is accurate.

Maintain Transparency

Remember that you are posting on behalf of the organization. To your audience, posts come from BHARP and not a specific individual.

Monitor Page Frequently

- Page administrators should include at least two full-time employees.
- Account managers for BHARP Social Media should update and monitor accounts on a regular basis.
- Provide a timely response to users when they comment or reply to posts.
- Moderate comments; only delete postings that include profanity and/or derogatory comments about individuals.
- Address negative comments in a kind and honest manner.
- Delete spam and only block users who continually post offensive or inappropriate content.

Prohibit Advertising/Soliciting

Official pages are not venues for self-promotion. Do not post or allow others to share advertisements unrelated to BHARP or its stakeholders.

Do Not Alter BHARP Logo

Help us maintain a consistent identity online; do not modify the logo outside of BHARP's general branding guidelines.

Emergency Communications

In the event of an emergency or crisis, information will only be posted to BHARP Social Media upon permission and approval by the executive leadership team. If BHARP social media accounts receive comments or questions, account managers should contact executive leadership who will provide guidance on how to proceed.

Personal Social Media

This policy does not prohibit BHARP employees from disclosing their association with BHARP on social media. However, it is a violation of this policy to state or imply that any personal views expressed represent the views of BHARP or are endorsed by the organization.

If you identify yourself as a BHARP employee on social media, we recommend including a disclaimer on your profile such as: *"These are my personal opinions, and do not reflect the views of the Behavioral Health Alliance of Rural Pennsylvania (BHARP)."*

Please note: BHARP reserves the right to address conduct occurring on personal social media, regardless of the location or time of the action, where the behavior violates organizational policy.