



Social Media Policy

Definition

Social media includes interactive blogs, podcasts and videocasts; online discussion forums and comment/conversation threads; and social networks like Facebook, YouTube and Twitter.

The Free Clinic of Southwest Washington will use its social media channels (currently Facebook and Twitter) as messaging/promotional tools. Primary goals of social media: Broadcast the Free Clinic's services and brand to the widest possible audience and disseminate time-sensitive information as quickly as possible.

The purpose of any post will encompass one or more of the following goals:

1. To expand awareness of and strengthen advocacy for the Free Clinic.
2. To expand our donor base.
3. To attract new volunteers.
4. To inform social media users of our services and how to access them.

For Social Media Users Who are Not Employed by the Free Clinic

We welcome your contributions to online conversations. Please note that the Free Clinic's social media tools are intended as moderated online discussion sites. By submitting content to these sites, you acknowledge that this content becomes available to the public and may remain available in perpetuity and that others may use the content beyond your control or that of the Free Clinic. In addition, the Free Clinic may use the content for internal and external communications or promotional purposes. If you do not want your content viewed or used by others, please do not participate in these conversations.

The Free Clinic asks that all participants respect the following guidelines and refrain from using:

- Vulgar language.
- Personal attacks or libelous or inappropriately aggressive comments.
- Offensive or harassing comments that target or disparage any ethnic, racial or religious group.
- Spam or promotion of any product, service, company or organization.
- Irrelevant or unrelated topic information or links.
- Advocacy of any political or religious cause or any illegal activity.
- Information infringing on copyrights, proprietary rights or trademarks.
- Personally identifiable medical information.

Comments and images posted by individuals do not necessarily represent the opinions and positions of the Free Clinic or its directors, officers or employees. External, non- Free Clinic links listed on these sites do not necessarily constitute an official endorsement by the Free

Clinic. While we encourage audience members to share thoughts, opinions, questions and constructive feedback on these sites, we expect that this will be handled in a respectful manner and reserve the right to edit or delete content that violates this procedure or to block users who violate this procedure.

By participating on these sites, you agree to indemnify the Free Clinic against any damages, losses, liabilities, judgments, costs or expenses arising out of a claim by a third party relating to any posts, comments, shares or other social media activity.

For Free Clinic Employees

- The provisions above apply to you as well.
- Some employees contributing to the sites may be designated as official Free Clinic representatives. They are, in effect, speaking for the Free Clinic. If you are so designated, please stick to your area of expertise and ensure that the information you're providing is current and accurate.
- Whether or not you officially represent the Free Clinic, you are expected to adhere to the Free Clinic's human resources and confidentiality policies and procedures when using these sites. All the rules of conduct that apply to interpersonal communication and behavior at the Free Clinic also apply here.
- Unless you have been designated as an official Free Clinic representative, any content you contribute to these sites should represent your own perspective, and you are solely responsible for what you post online. Please remember that you are not representing the Free Clinic and that your content does not necessarily reflect the opinions and positions of the Free Clinic or its directors, officers or employees.