

Social Media Policy

PURPOSE

The purpose of these guidelines is two-fold: First, the Buffalo Sewer Authority (“BSA”) has an aim to protect our interest, including, but not limited to, the privacy of our employees and confidentiality regarding our business purpose, plans, partners and users. Second, these guidelines will help you make respectful and appropriate decisions about work-related interactions with people on the Internet.

USE OF SOCIAL MEDIA

Social media is defined as media designed to be disseminated through social interaction, created using highly associable techniques online. Examples include but not limited to: Facebook, LinkedIn, Twitter, Snapchat, YouTube, Flickr, iTunes, Instagram, and Second Life.

Inappropriate postings, pictures and videos that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may be subject to disciplinary action up to and including termination.

- At the BSA, we understand that social media can be a fun and rewarding way to share your life, and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities.
- Refrain from using social media during work hours or on equipment we provide, unless it is work-related as authorized by your manager. Do not use the BSA’s email addresses to register on social networks, blogs or other online tools utilized for personal use.
- Employees should avoid using statements, photographs, videos and/ or audio that reasonably could be viewed as malicious, obscene, and threatening or intimidating, that disparages employees, customers, associates or suppliers, or that might constitute harassment or bullying.
 - Examples of such conduct might include offensive posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or BSA’s Harassment policy.

BSA GUIDELINES

- **Be respectful** - Always be fair and courteous to fellow employees, customers, suppliers/contractors or people who work on behalf of the BSA. Keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers, management and/or human resources than by posting complaints to a social media outlet.
- **Be honest and accurate** - Make sure you are always honest and accurate when posting information or news. If you make a mistake, correct it quickly. Never post any information or rumors about the BSA, fellow employees, customers, suppliers/contractors, or people working on behalf of the BSA. **Post only appropriate and respectful content.**
- **Maintain the confidentiality** – Employees are restricted from disclosing BSA’s confidential information due to Homeland Security concerns. Do not post internal reports, policies, procedures or other internal business-related confidential communications. Do not post photos and/or videos of BSA worksites, internal and external clients, employees, and/or people in the community we serve.

Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of the BSA or BSA’s legitimate business interests may result in disciplinary action up to and including termination.