



Social Media Policy & Guidelines

Effective: 07/01/2019

Web applications that facilitate information sharing and collaboration include web-based communities, social-networking sites, video-sharing sites, wikis, blogs and countless others. Together, these technologies are known as “social media.” As the popularity and integration of social media continues to increase in popularity, a number of new issues and questions are raised about proper use. TACA has created the guidelines in this policy to assist our TACA employees, contractors and volunteers on how to effectively and responsibly navigate issues unique to social media.

This policy and its guidelines apply to all TACA employees, contractors and volunteers who participate in social media or other Internet activity regardless of whether the conduct occurs during working or non-working time. Similarly, they apply regardless of whether TACA equipment is used. Social media is in a state of constant change and TACA recognizes that there will likely be events or issues that are not addressed in these guidelines. Therefore, the responsibility falls to each individual to use good judgement and be mindful of the public nature of the Internet when engaging in conduct online. When in doubt please ask for clarification or authorization from your direct supervisor or HR manager before taking part in any questionable conduct online.

As an employee, contractor or volunteer of TACA we encourage you to share TACA’s social media activities to other pages, as they are written to be shared. However, you are not allowed to share any social media information or activities from any of the private TACA Facebook groups.

The following guidelines should be considered when posting or reviewing materials on-line:

1. When posting social media on behalf of TACA do not use offensive content, inappropriate language and/or alcohol or drug references.
2. TACA employees, contractors and volunteers are encouraged to address any workplace concerns through internal channels rather than social media. It is recommended that should a conflict arise, the parties involved attempt to resolve the issue themselves. Often all it takes is a simple conversation. In the event that you are not able to find resolution, please alert your supervisor or HR Manager of the problem to help facilitate a workable solution.

3. All TACA policies that regulate off-duty conduct apply to social media activity including, but not limited to, policies related to illegal harassment, code of conduct, nondiscrimination, and protecting confidential and/or proprietary information.
4. This policy is not intended to interfere with employees' right to participate in concerted activity such as communicating with their coworkers regarding their wages, hours, or terms and conditions of employment, or to their right to self-organize or join labor organizations or any other rights protected under National Labor Relations Act.

A violation of this policy can and may result in disciplinary action, up to and including termination.