

Sarasota Manatee Airport Authority

Social Media Policy

The Authority understands 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. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees.

Guidelines

In the rapidly expanding world of electronic communications, "social media" can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Authority as well as any other form of electronic communication.

The same principles and guidelines found in the Authority's policies apply to your activities online. 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 Authority or the Authority's legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines, the employee handbook, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous to fellow associates, customers, members, suppliers or people who work on behalf of the Authority. Also keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers or by utilizing our Open Communication Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, defamatory, obscene, threatening or intimidating, that disparage customers, members, 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 company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false or defamatory about fellow associates, members, customers, suppliers, and people working on behalf of the Authority or competitors.

Post only appropriate and respectful content

- Maintain the confidentiality of the Authority private and confidential information, including but not limited to employee medical information, legally protected personnel data, security sensitive information (SSI), or any other legally protected information.
- Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Do not create a link from your blog, website or other social networking site to an Authority website without identifying yourself as an Authority employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for the Authority. If the Authority is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Authority, fellow employees, clients, suppliers or people working on behalf of the Authority. If you do publish a blog or post online related to the work you do or subjects associated with the Authority, make it clear that you are not speaking on behalf of the Authority. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Authority."

Using Social Media at Work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor or consistent with the Agency Equipment Policy. Do not use the Authority email addresses to register on social networks, blogs or other online tools utilized for personal use.

Authorized Social Media Administrators

The President, CEO may authorize certain individuals to be "administrators" for Airport Authority social media sites. These administrators are the only individuals authorized to post information on behalf of the Airport Authority. Authorized administrators will normally include staff from the IT and Community Relations and Development departments and may include individuals from a contracted social media agency.