

# *Southern Transcription Services*



## **Social Media Policy**

The company has in place policies that govern use of its own electronic communication systems, equipment, and resources which team members must follow. We encourage you to use good judgment when communicating via social media.

“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 company, as well as any other form of electronic communication.

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 team members or otherwise adversely affects clients, vendors, suppliers, people who work on behalf of the company or its legitimate business interests may result in disciplinary action up to and including immediate discharge.

The following is a general and non-exhaustive list of guidelines you should keep in mind:

1. Always be fair and courteous to fellow team members, clients, vendors, suppliers or people who work on behalf of the company. 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 Talk To Us policy than by posting complaints to a social media outlet.
2. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages clients, team members, vendors, 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, age, gender, national origin, color, disability, religion or any other status protected by federal, state or local law or company policy. Inappropriate postings that may include discriminatory remarks, harassment, retaliation, 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 immediate discharge.
3. Make sure you are always truthful and accurate when posting information or news. If you make a mistake, correct it quickly. Be open about any previous posts you have altered. Use privacy settings when appropriate. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. The Internet is immediate, nothing that is posted ever truly “expires.” Never post any information or rumors that you know to be false about the company, fellow team members, clients, vendors, suppliers, people working on behalf of the company or competitors.

4. Maintain the confidentiality of company trade secrets and proprietary or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
5. Do not create a link from your blog, website or other social networking site to the company's website without identifying yourself as a company employee.
6. Express only *your* personal opinions. Never represent yourself as a spokesperson for the company. If the company is a subject of the content you are creating, be clear and open about the fact that you are a team member and make it clear that your views do not represent those of the company, fellow team members, clients, vendors, suppliers or people working on behalf of the company. If you do publish a blog or post online related to the work you do or subjects associated with the company, make it clear that you are not speaking on behalf of the company. 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 Southern Transcription Services Inc".
7. You must refrain from using social media while on working time or while using equipment we provide, unless it is work-related as authorized by the human resource manager, or other member of management; or consistent with the Acceptable Use of Electronic Communications Policy.
8. Do not use any company email addresses to register on social networks, blogs or other online tools utilized for personal use.

Team members are encouraged to report violations of this policy. The company prohibits retaliation against any team member for reporting a possible deviation from this policy or for cooperating in an investigation.

Any team member who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including immediate discharge.

Team members should not speak to the media on the company's behalf without contacting the human resource manager. All media inquiries should be directed to them.

Where applicable, The company complies with state laws concerning access to a team members' personal social networking account, including restrictions concerning employer requests for a team members' username and/or password.

If you have questions or need further guidance, please contact the human resource manager.

Upon receipt of your copy of the Social Media Policy and after careful review, please sign the bottom of this letter acknowledging that you have read the Social Media Policy. This will be placed in your employee file here at the office.

If you have any questions please feel free to contact Hannah Morris or Lori Strickland.

I have received the Social Media Policy and have read it in its entirety.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**Please mail this page ONLY back to the office**

**Keep the Social Media Policy in your Employee Notebook for future reference**