



Social Media Policy

This social media policy refers to Mortimer & Mimi Levitt Foundation (“Levitt Foundation”) employee personal social media accounts.

As a national funder of community-driven projects—especially those like Levitt AMP which feature a public voting component—it is critical that Levitt Foundation employees at all times maintain a code of integrity and impartiality on social media towards both current and potential grantee organizations and related individuals and organizations. This social media policy has been designed to that end with the following goals in mind:

- To outline acceptable and unacceptable behavior on the personal social media accounts of Levitt Foundation employees regarding existing and potential Levitt Foundation grantees
- To prevent perceived or real hints of favoritism that could impede our efforts as an organization and generate negative public consequences

In addition to the policy outlined below, please refer to Section 4 of the Employee Handbook, which further details expectations regarding Levitt Foundation employee behavior on social media.

Group A

(staff, board members, advisory council members, donors, sponsors, partners, volunteers and interns of the following: Friends of Levitt organizations; developing Levitt cities; the Levitt Foundation)

Facebook

- ACCEPTABLE
 - OK to accept friend requests from individuals who are part of Group A; however you are NOT REQUIRED to accept their friend request if you wish not to
 - OK to become a fan of Group A organization or company pages; all Levitt Foundation employees are encouraged to “like” the Facebook pages of all permanent Levitt venues currently in operation and in development
- UNACCEPTABLE
 - Not OK to initiate friend requests with individuals who are part of Group A
 - Not OK to conduct any work-related business through private messaging on Facebook

LinkedIn

- ACCEPTABLE
 - OK to accept LinkedIn requests from individuals who are part of Group A; however you are NOT REQUIRED to accept their request if you wish not to
 - OK to initiate LinkedIn requests with individuals who are part of Group A
- UNACCEPTABLE
 - Not OK to conduct any work-related business through private messaging on

LinkedIn, other than for purposes of initial contact if that individual's direct email address is unknown

Twitter

- ACCEPTABLE
 - OK to follow any Group A individuals, organizations or companies on Twitter
- UNACCEPTABLE
 - Not OK to conduct any work-related business through private messaging on Twitter

Instagram

- ACCEPTABLE
 - OK to follow any Group A organizations or companies on Instagram
- UNACCEPTABLE
 - Not OK to follow any personal Instagram accounts of individuals who are part of Group A
 - *If you are currently following an individual who is part of Group A on Instagram, please unfollow*

Group B

(staff, board members, advisory council members, donors, sponsors, partners, volunteers and interns of the following: AMP grantees; AMP partner organizations; AMP applicants; AMP registrants)

Facebook

- UNACCEPTABLE
 - Not OK to become a fan of Group B organization or company pages
 - Not OK to initiate friend requests with individuals who are part of Group B
 - Not OK to accept friend requests from individuals who are part of Group B
 - *If you accepted a friend request prior to January 1, 2016 (the date this policy went into effect with Levitt Pavilions), that is OK and please do not de-friend anyone*
 - *If you have met the individual in person or have had email exchanges or phone contact with them and wish to provide an explanation regarding why you have not accepted their friend request, please use the following response as a guide:*

Dear [NAME],

Thank you for reaching out to me via Facebook. I wanted to let you know that due to Levitt Foundation policy, I am unable to accept individual friend requests from current or potential Levitt AMP grantees. Instead, please send me a connection request via LinkedIn. Thank you for understanding.

Best,
[Your Name]

- Not OK to conduct any work-related business through private messaging on Facebook

LinkedIn

- ACCEPTABLE
 - OK to accept LinkedIn requests from individuals who are part of Group B; however you are NOT REQUIRED to accept their request if you wish not to
- UNACCEPTABLE
 - Not OK to initiate LinkedIn requests with individuals who are part of Group B
 - Not OK to conduct any work-related business through private messaging on LinkedIn

Twitter

- ACCEPTABLE
 - OK to follow any Group B organizations or companies on Twitter
- UNACCEPTABLE
 - Not OK to follow any individuals who are part of Group B on Twitter
 - *If you are currently following an individual who is part of Group B on Twitter, please unfollow*
 - Not OK to conduct any work-related business through private messaging on Twitter

Instagram

- ACCEPTABLE
 - OK to follow any Group B organizations or companies on Instagram
- UNACCEPTABLE
 - Not OK to follow any personal Instagram accounts of individuals who are part of Group B
 - *If you are currently following an individual who is part of Group B on Instagram, please unfollow*