

Social Media

The organization has in place policies that govern use of its own electronic communication systems, equipment, and resources that employees 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 website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with the organization, as well as any other form of electronic communication.

The same principles and guidelines found in the organization's Employee Handbook 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 employees or otherwise adversely affects the organization, donors, the Levitt Network, vendors or affiliates 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 employees, donors, the Levitt Network, vendors and affiliates. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your fellow employees or by utilizing our Talk To Us 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, obscene, threatening or intimidating, that disparages fellow employees, donors, the Levitt Network, vendors or affiliates, 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 organization 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.

2. 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 organization, fellow employees, donors, the Levitt Network, vendors or affiliates.
3. Maintain the confidentiality of any and all non-public information that relates to the actual, anticipated or conceptualized activities, initiatives, research, strategies, projections,



developments or efforts of the Levitt Foundation and its affiliates, as well as, without limitation, the organization's and its affiliates' personnel, relationships, donor and prospect lists, data, designs, and finances. Do not post internal reports, policies, procedures or other internal organization-related confidential communications.

4. Do not create a link from your blog, website or other social networking site to the organization's blog, website or other social networking site without identifying yourself as an organization employee.
5. Express only *your* personal opinions. Never represent yourself as a spokesperson for the organization. If the organization is a subject of the content you are creating, be clear and open about the fact that you are an employee of the organization and make it clear that your views do not represent those of the organization, fellow employees, donors, the Levitt Network, vendors or affiliates. If you do publish a blog or post online related to the work you do or subjects associated with the organization, make it clear that you are not speaking on behalf of the organization. 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 Mortimer & Mimi Levitt Foundation."
6. You must refrain from using social media during your work time or while using equipment we provide, unless it is work-related as authorized by your supervisor or the Executive Director; or consistent with the Acceptable Use of Electronic Communications Policy.

7. Do not use any organization email addresses to register on social networks, websites, blogs or other online tools utilized for personal use.

Refer to the Levitt Foundation Social Media Policy for more information regarding further expectations for employee behavior on social media including maintaining a code of integrity and impartiality towards the organization's donors, vendors and affiliates, and both current and potential grantee organizations and related individuals and organizations. Contact the Executive Director should you have any questions.

Employees are encouraged to report violations of this policy. The organization prohibits retaliation against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee 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.

Employees should not speak to or communicate with the media on the organization's behalf. All media inquiries should be directed to the Senior Director of Communications & Strategic Initiatives or the Executive Director.

If you have questions or need further guidance regarding the information in this section, please contact the Executive Director.

