

**TECH TOP 10 GUIDELINES  
– SOCIAL MEDIA USE BY PROGRAMS & STAFF**

**#1**

PCADV & PCAR Contract Standards apply to communication via Internet and social media.

**#2**

Programs that have social media sites such as Facebook or Twitter pages should include a “Privacy Statement” that informs visitors that anything posted is not confidential.

**#3**

Programs with social media sites should develop suitable policies. Who at the program is responsible for maintaining the site? Which employee(s) will be able to post and/or comment on the program’s site? PCADV & PCAR plan to share model policies for programs in the near future. Stay Tuned.

**#4**

Programs must not discriminate and therefore must not post anything that appears to discriminate on the basis of age, race, creed, sex, ethnicity, color, national origin, marital status, sexual orientation, handicap or religion.

**#5**

Employees’ actions in their personal capacity have the potential to reflect upon the program. Policies about social media use should require the use of common sense and good judgment and specify that negative postings, breaches of confidentiality or discriminatory actions will be cause for disciplinary action.

**#6**

The program's confidentiality policy applies to all communications posted on the Internet and social media about survivors and program participants — including photographs and client stories. Remember, what is put on the Internet stays on the Internet. It is virtually impossible to remove or permanently delete material (postings, photos, pages, etc.) once posted.

**#7**

Cell phones come with GPS capability. Many SmartPhones utilize this technology for social media and geo-tracking use such as Foursquare (see <https://foursquare.com/about>). Embedded information in the photo file makes it possible to pinpoint a person's location. Policies for staff and participant cell phone use must address the use of location tracking technology.

**#8**

An innocent post about an employee's day could put a client or participant at risk. Information posted on an employee's personal Facebook page, blog entries, or on Twitter — even if meant to be personal messages to friends and family — can be easily and quickly circulated to countless readers beyond a user's circle of friends.

**#9**

Program staff should not "friend" or accept "friend" requests from program participants and clients. Such contact could be a violation of the program's personnel and conflict of interest policies.

**#10**

Camera-ready cell phones and many digital cameras put location information in photos. This information can be used to pinpoint where the photo was taken. To maintain shelter confidentiality, programs must ensure that photos are not posted with this information.