

Social media means interactive websites and applications that enable users to create and share content or to participate in social networking.

Social media includes blogs, and collaborative web-based discussion forums, such as LinkedIn, Facebook, Instagram and Twitter.

The following applies to the use of social media, whether such use is for RAILS on RAILS time, for personal use during nonwork time, outside the workplace or during working time.

1. Employees are prohibited from discussing confidential, work-related matters via social media.
2. Employees may not use social media to harass, threaten, libel or slander, bully, make statements that are maliciously false, or discriminate against coworkers, managers, **customers**, clients, vendors or suppliers, any organizations associated or doing business with RAILS, or any members of the public, including website visitors who post comments. RAILS' antiharassment and EEO policies apply to use of social media in the workplace.
3. Employees should respect all copyright and other intellectual property laws and all other applicable laws. For RAILS' protection, as well as your own, it is critical that you show proper respect for all the laws governing copyright, fair use of copyrighted material owned by others, trademarks and other intellectual property, including RAILS' own copyrights, trademarks, and brands.
4. This policy is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions with coworkers.

RAILS-Sponsored Social Media

RAILS-sponsored social media is used to convey information about products and services; advise members about service updates; obtain member feedback, exchange ideas or trade insights about service trends; reach out to potential new markets; provide marketing support to raise awareness of RAILS' services; issue or respond to breaking news; brainstorm with employees and members; and discuss activities and events.

1. Only employees designated and authorized by RAILS may prepare content for or delete, edit, or otherwise modify content on RAILS-sponsored social media. Any employees who create such accounts or are provided access to such accounts do not obtain ownership rights to such accounts or any content contained in them. Employees who create or are provided access to RAILS-sponsored social media accounts must provide RAILS with all passwords and/or log-in information to such accounts immediately upon RAILS' request, and must transfer "manager" or "owner" status (as defined by the particular social media site) upon RAILS' request.
2. Designated employees are responsible for ensuring that the RAILS-sponsored social media conform to all applicable RAILS rules and guidelines, including the Social Media Comment and Posting Policy. ~~These employees are authorized to remove immediately and without advance warning any content (including offensive content such as pornography, obscenities, or profanity) and/or material that violates RAILS' EEO and/or antiharassment policies.~~
3. ~~Employees who want to post comments in response to content should identify themselves as employees.~~

3. Non-exempt RAILS employees cannot work on RAILS-sponsored social media accounts outside of their designated work time.

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4. Content that pertains to RAILS' business may be subject to disclosure under RAILS' policies and state freedom of information and records retention laws.

Personal Use of Social Media

1. Employees who use social media and choose to identify themselves as employees of RAILS may not represent themselves as a spokesperson for RAILS. ~~Accordingly, employees must state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of RAILS or of any person or organization affiliated or doing business with RAILS should they identify themselves as an employee of RAILS in a post. This section does not prohibit employees from including RAILS' name, address and/or other information on their social media profiles.~~
2. Employees cannot post photographs of RAILS events, other RAILS employees, or RAILS representatives ~~engaged in RAILS' activities, unless employees have received RAILS' explicit permission where there is an expectation of privacy.~~
3. ~~Employees cannot advertise or sell RAILS products or services through social media.~~

RAILS Monitoring

Employees should have no expectation of privacy while using RAILS equipment and facilities for any purpose, including the use of social media. RAILS reserves the right to monitor, review, and block content that violates RAILS' policies.

Violations

RAILS will investigate and respond to all reports of violations of RAILS' policies. Employees are urged to report any violations of this policy to ~~the the Director of Finance and Human Resources or the~~ Human Resources department. A violation of this policy may result in discipline up to and including termination of employment.