



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

KENTUCKY YMCA YOUTH ASSOCIATION ELECTRONIC COMMUNICATION AND SOCIAL MEDIA POLICY

It is the policy of the Kentucky YMCA that organization representatives, including officers, do not post statements critical or detrimental to the organization's programs, staff, students, board members, brand, or anyone in any way affiliated with the organization.

1. As an organization, the Kentucky YMCA is committed to the principles that social networking represents—free speech, open dialogue, and the exchange of ideas. As the name implies, 'social networking' involves the active participation in building of communities or networks, and 'social media' is the creation, collaboration, and sharing of materials within communities.
2. Types of Social Networking – Social networking encompasses many platforms. Examples include, but are not limited to: podcasts, vlogs/blogs, 'wikis' (such as Wikipedia), message boards, social networking web sites (such as LinkedIn, Facebook, Twitter, Instagram, SnapChat) and content sharing web sites (such as Tumblr and YouTube). This policy is intended to address all forms of social networking, current and future.
3. Representing the Organization – Representatives of the Kentucky YMCA, including officers, who post information or comments while identifying themselves as affiliated with the Kentucky YMCA should be aware that any posting may be seen to be representing the organization or the brand, regardless of any disclaimers.
4. Social Networking as an Individual – The Kentucky YMCA respects the legal rights of our participants and representatives. However, if posting as an individual in any way references the YMCA brand, this will reflect on the organization. Therefore, the Kentucky YMCA expects authors of personal postings to use a disclaimer that makes it clear that the views expressed are theirs alone and do not necessarily reflect those of their employer. The following is disclaimer language to be used: "Everything posted on this site is my personal opinion and does not necessarily represent the views of the Kentucky YMCA or those affiliated with the Kentucky YMCA."
5. Social Networking as an Identified Representative of the Kentucky YMCA – Before creating a post that could be interpreted as the stance of the Kentucky YMCA or that relates directly to your affiliation with the Kentucky YMCA, all representatives, including officers, must post with caution. If in doubt, contact Y-Staff. The Kentucky YMCA is a nonpartisan organization. Representatives may not post anything political as it relates to the YMCA.
6. Legal Liability – When a representative, including officers, chooses to go public with opinions via a posting medium, the representative is legally responsible for that commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene (according to the legal definition of "obscene"), proprietary, or libelous (whether pertaining to the Kentucky YMCA, individuals, or any other organization). For these reasons, representatives should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity,



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copyrighted materials, legal conclusions, and derogatory remarks or characterizations.

10. Press Inquiries – Some postings may generate media coverage. If a member of the media contacts a representative, including officers, about a YMCA-related posting or requests Kentucky YMCA information of any kind, the representative must refer such inquiries to the President & CEO.
11. Harassment – The Kentucky YMCA harassment policy applies to social networking in the same way it does to other kinds of communication. All participants, staff, and volunteers are expected to treat others with dignity and respect. The use of a disclaimer does not exempt an individual from a special responsibility in this regard. Social networking sites are open to the world; they need to be seen as a public square. Participants, staff, volunteers, and student officers cannot use private, personal, or fake social networking accounts to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against anyone.
12. Anonymity – Representatives, including officers, should be cautious if choosing to write personal comments. Even if writing anonymously or under a pseudonym, your identity and connection to the organization can still be revealed
13. Monitoring – The Kentucky YMCA reserves the right to use software and search tools to monitor comments or discussions that are connected to the YMCA anywhere on the Internet, including in blogs and other types of openly accessible personal journals, diaries, and personal and business discussion forums. The Kentucky YMCA reserves the right to use content management tools to monitor, review, and block/ban content on organization blogs that violates these rules and guidelines. The Kentucky YMCA can maintain electronic archives of all electronic communications and make such archived communications available to law enforcement in response to subpoenas or other legal demands with which the Kentucky YMCA must comply.

Discipline for Violations – The Kentucky YMCA will investigate and respond to all reports of violations of its social networking guidelines or related organization policies or rules. The Kentucky YMCA reserves the right to discipline representatives, including removal from program involvement, or take other appropriate action, including legal action, against representatives who engage in prohibited or unlawful content.