

NJFOA SOCIAL MEDIA POLICY

This policy provides guidance for NJFOA member use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to the professional use of social media on behalf of the NJFOA North Jersey Chapter, herein after called the “Chapter”, as well as personal use of social media when referencing or representing the Chapter. The use of “Members” in the following procedures shall mean all categories of affiliation with the NJFOA – North Jersey chapter (active, inactive, ECO, etc.)

- Members need to know and adhere to the Chapter’s Constitution and By-Laws with regard to ethical behavior and conduct when using social media—including the use of personal email—in reference to the Chapter.
- Members should be aware of the effect their actions may have on their images, as well as the Chapter’s image. The information that Members post or publish may remain public information for a long time. There are no guarantees, and there should be no expectation that an email sent privately to a single recipient will remain private and not find its way into the public domain.
- Members should be aware that the Chapter may observe content and information made available by Members or through social media. Members should use their best judgment in posting material that is neither inappropriate nor harmful to the Chapter, its Members, the schools they service, or any affiliated organizations (other chapters, NJSIAA, etc.).
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, profane, or that can create a hostile work relationship.
- Members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Members should check with the Chapter Executive Secretary.
- Social media networks, blogs, email, and other types of online content sometimes generate press and media attention or legal questions. Members should refer these inquiries to authorized Chapter spokespersons and should not attempt to answer such questions.
- If Members encounter a situation while using social media that threatens to become antagonistic, Members should disengage from the dialogue and seek the advice of the Chapter Executive Secretary.
- Members should get appropriate permission before you refer to or post images of current or former Members. Additionally, Members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with a Member’s responsibilities to the Chapter. Chapter computer systems are to be used for the Chapter’s purposes only. When using the Chapter’s computer systems, use of social media for business purposes is allowed (ex:

Facebook, Twitter, Chapter blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- Online activity that violates the Chapter's Constitution and By-Laws or any other Chapter policy may subject the Member to disciplinary action or membership termination.
- If Members publish content that involves activity or subjects associated with the Chapter, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the NJFOA North Jersey Chapter positions, strategies or opinions."
- It is highly recommended that Members keep Chapter related social media accounts separate from personal accounts.