

3.21 PERSONAL SOCIAL MEDIA**3.21.1 INTENT:**

LICA strives to maintain a positive image and has adopted this policy to ensure that Employees are aware of their responsibilities for social media conduct. This policy is not intended to interfere with employees' private lives or impinge on their right to freedom of speech. It is intended to ensure that LICA's image, reputation, and Employee and Client confidentiality are maintained and protected.

3.21.2 DIRECTIVES:

- Where an Employee publicly associates with LICA or a direct link to LICA can be reasonably made, all materials associated with their social media, including off-duty conduct, may reflect on LICA.
- As such, Employees who maintain personal social media pages are expected to comply with the guidelines set forth in this policy as they may relate to their association with LICA.
- Employees posting to LICA's social media refer to Policy 4.3 – Social Media Management.

3.21.3 SCOPE: Employees**3.21.4 DEFINITIONS:**

- Social Media: As per the Merriam-Webster Dictionary, social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. These include but are not limited to Facebook, X, LinkedIn, Snapchat, TikTok, and Instagram.

3.21.5 IMPLEMENTATION:**3.21.5.1 USE OF PERSONAL SOCIAL MEDIA**

Employees must adhere to the following guidelines:

- Employees must conduct themselves professionally both on and off duty.
- Use of personal social media must not conflict with any of LICA's policies, including, but not limited to, the 3.18 Code of Conduct, 1.12 Conflict of Interest, 1.17 Respectful Workplace, and 3.14 Diversity and Inclusion.

Review Dates: May 8, 2024

Approval Dates: May 23, 2024

- Defamatory statements, discriminatory statements, and/or sexual innuendos regarding co-workers, LICA, management, Board of Directors, Committees, Contractors, inter-agency partners, or vendors are not permitted.
- Employees using social media sites are prohibited from disseminating any private, confidential, and/or proprietary LICA information therein, or any negative comments regarding LICA.
- Employees are prohibited from speaking on behalf of LICA, releasing news, or communicating as a representative of LICA without prior written authorization from the Executive Director or designate to act as a designated LICA representative.
- Employees should abide by these guidelines whether they mention LICA by name or not. Even if the name is not mentioned in a post, it is possible that a link can be made back to LICA, which can negatively affect LICA's reputation. Where a link can be made between a negative or defamatory post and the Agency, even if not named directly, the Employee may be subject to Corrective Action.
- Employees are not permitted to utilize personal social media during working hours (with exceptions of breaks) and only in an appropriate location that does not impact the professional image or reputation of the Employee or LICA.

3.21.6 SUPPORTING DOCUMENTS:

- 1.12 Conflict of Interest
- 1.17 Respectful Workplace
- 3.8 Corrective Action
- 3.14 Diversity and Inclusion
- 3.18 Code of Conduct