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This policy governs the publication of and commentary on Foundation owned/managed social media platforms by employees, BCF Board Members, Affiliate Board Members, contractors, and volunteers of the Bartlesville Community Foundation (BCF). For the purposes of this policy, social media means any facility or online publication and commentary, including without limitation blogs, wiki's, social networking sites including but not limited to Facebook, LinkedIn, Twitter, Instagram, Snapchat, Flickr, YouTube, TikTok, etc. This policy is an addition to and complements any existing or future policies regarding use of Foundation owned technology including but not limited to software, computers or other hardware, e-mail, internet, etc.

Before engaging in BCF-related social media, employees, contractors, board members and volunteers must obtain permission from the President/CEO and/or Board Chair.

Publication and commentary on social media carry similar obligations to any other kind of publication or commentary.

All uses of significance – should any media representative(s) make contact regarding a post on social media, or other BCF related announcement, all communication should be directed to the person designated with representing the organization if it addresses more than facts from approved communication or public sources.

I. CONFIDENTIALITY AND INTELLECTUAL PROPERTY – REGARDING PERSONAL SOCIAL MEDIA

It is perfectly acceptable to talk about your work and association with the BCF and have a dialog with the community, but it is unacceptable to publish confidential information.

Unless specifically authorized in writing by a BCF designated contact, BCF personnel, volunteers, or board members are not authorized to, and therefore are restricted from, speaking on behalf of the BCF through personal Social Media outlets, including media releases.

BCF personnel, contractors, and volunteers (including BCF and affiliate board members) must adhere to the BCF's Policy on confidentiality as described in the BCF Employee Handbook, in their use of social media. This means they may not discuss any confidential and/or proprietary work-related matters or information through social media. Likewise, these associates of BCF may not post through social media, confidential and/or proprietary donor, grantee or BCF-related documents, or post any information (including uploading pictures) that would violate the BCF's policy on confidentiality as described in the BCF Employee Handbook.

II. PROTECT YOUR OWN PRIVACY

Privacy settings on BCF social media platforms should be set to allow anyone to see profile information like what would be on the BCF website. Other privacy settings that might allow others to post information that is personal should be set to limit access. Be mindful of posting personal information.

III. BE HONEST

Do not blog anonymously, using pseudonyms or false screen names. BCF is committed to transparency and honesty. When representing the BCF to the public, staff should use their real name, be clear who they are, and identify their relationship with the BCF. Do not say anything that is dishonest, untrue, or misleading. If staff has a vested interest in something being discussed, they should point it out. But also, be prudent about protecting personal privacy. What is published will be around for a long time; so, consider the content carefully and be cautious about disclosing personal details.

IV. RESPECT COPYRIGHT LAWS

It is critical that staff show proper respect for the laws governing copyright at fair use or fair dealing of copyrighted material owned by others, including BCF's own copyrights and brands. Quote short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to other's work rather than reproduce it.

V. RESPECT THE AUDIENCE, VOLUNTEERS, VENDORS AND COWORKERS

The public in general, and BCF's employees and customers/clients specifically, represent a diverse set of customs, values, and points of view. Don't intentionally say anything contradictory or in conflict with the BCF website. This includes but is not limited to ethnic slurs, offensive comments, defamatory comments, personal insults, and obscenity as well as proper consideration of privacy and of topics that may be considered objectionable or inflammatory – such as politics and religion. Do not express personal opinion on BCF platforms.

VI. PROTECT FOUNDATION CUSTOMERS/CLIENTS, BUSINESS PARTNERS, CONTRACTORS, AND VENDORS

Customers/clients, partners, contractors, or vendors should not be cited or obviously referenced without their approval. While it is acceptable to insert a link to their established page or hashtag, be mindful to never identify a customer/client, partner or supplier by name without permission and never discuss confidential details of a client's engagement. It is acceptable to discuss general details about the kinds of projects and to use non-identifying pseudonyms for a customer/client (e.g., Customer 123) so long as the information provided does not violate any non-discloser

agreements that may be in place with the customer or make it easy for someone to identify the customer. A personal blog or social media account is not a place to “conduct business” with a customer/client of the BCF or its Affiliates.

VII. CONTROVERSIAL ISSUES

If a misrepresentation is made about BCF in the media, notify the BCF designated contact immediately. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad competitors into inflammatory debates. If a response is deemed necessary, make sure what is being said is factual.

VIII. BE THE FIRST TO RESPOND TO YOUR OWN MISTAKES

If an error is made, be upfront about the mistake and correct it quickly. If a modification to an earlier post is necessary, make it clear that a change was made. If someone makes an accusation of an improper post (such as copyrighted material or a defamatory comment), remove it immediately and notify the BCF's designated contact immediately.

IX. DISCLAIMERS

Many social media users include a prominent disclaimer saying who they work for, but that they are not speaking officially. When appropriate, this is good practice and is encouraged. However, it may not be legally binding. Consult the BCF's designated contact with questions.

X. ENFORCEMENT

Policy violations as an employee will be subject to disciplinary action, up to and including termination for cause. **BCF reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct.** If you have questions about the terms of this policy, direct them to the BCF's designated contact. Violations by members of the board and any other volunteers may lead to dismissal from the board or committee on which the volunteer serves.