**BIA Social Media Policy**

POLICY

This policy provides guidance for BIA member’s 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 professional use of social media on behalf of The BIA as well as

personal use of social media when referencing The BIA

BIA members need to know and adhere to The BIA’s Code of Conduct and other Central Huron policies when using social media in reference to the BIA.

BIA members should be aware of the effect their actions may have on their images, as well as The BIA’s image. The information that BIA members post or publish may be public information

for a long time.

BIA members should be aware that The BIA may observe content and information made

available by BIA members through social media. BIA members should use their best judgment in

posting material that is neither inappropriate nor harmful to The BIA, its BIA members, or

associates.

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, or that can create a hostile work environment.

BIA 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, BIA members should

check with the BIA Chair Person.

Social media networks, blogs and other types of online content sometimes generate press and

media attention or legal questions. BIA members should refer these inquiries to authorized

BIA spokespersons.

If BIA members encounter a situation while using social media that threatens to become

antagonistic, BIA members should disengage from the dialogue in a polite manner and seek the

advice from the BIA Chair Person.

BIA members should get appropriate permission before you refer to or post images of current or

former BIA members, BIA members, vendors or suppliers. Additionally, BIA 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 BIA member’s responsibilities

Subject to applicable law, after‐hours online activity that violates The BIA’s Code of

Conduct or any other policy may subject a BIA member to disciplinary action or

termination.

If BIA members publish content after‐hours that involves The BIA work or subjects associated with The BIA disclaimer should be used, such as this: “The postings on this site are my own

and may not represent The BIA’s positions, strategies or opinions.”

It is highly recommended that BIA members keep The BIA related social media accounts

separate from personal accounts, if practical.