



Policy: Internal Social Media

Issuing Dept: Human Resources

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Approved By:



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Chief Executive Officer

At LYNX, we understand that social media can be a fun and rewarding way to share life events and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist in making responsible decisions about use of social media, LYNX has established guidelines for appropriate use of social media.

GUIDELINES

These guidelines are intended to provide reasonable guidance for online behavior by employees. They are not to be construed as an attempt to abridge anyone's legal rights.

In the rapidly expanding world of electronic communication, social media can mean many things. It encompasses a broad range of online activity, all of which can be traced back to its origin. Social media includes multiple means of communicating or posting information or content of any sort on the Internet, including to individual's own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with LYNX, as well as any other form of electronic communication.

It is important for all employees to remember that an employee of LYNX is a representative of the company and are subject to public scrutiny. Ultimately, individual employees are solely responsible for what they post online. Before creating online content, consider some of the risks and rewards that are involved. It is also important to think about personal safety and protecting information that should be private. Take time to explore the privacy settings on the various social networking websites.

Know and follow the rules

Employees will be held responsible for any actions that violate company policies and/or federal, state and local laws. For example, postings that include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject individuals to disciplinary action, up to and including termination.

Be respectful

Be fair and courteous to fellow employees, customers, vendors, and people who work on behalf of LYNX. Also, keep in mind that individuals are more likely to resolve work related complaints by speaking directly with co-workers or by utilizing the open door practices than by posting complaints to a social media outlet. Nevertheless, if individuals decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, or that might constitute harassment or bullying. Examples of such conduct might include maliciously false posts or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure to only post honest and accurate information or news, and if a mistake is made, correct it quickly. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information that is known to be false or rumors about LYNX, fellow employees, customers, vendors, or people working on behalf of LYNX.

Post only appropriate content

- Do not create a link from personal blogs, websites or other social networking sites to a LYNX website without identifying the source as a LYNX employee.
- What is published on an outside blog and social media sites should not appear to be endorsed by or originated from LYNX. If individuals choose to list work affiliation on a social network, then it should include a disclaimer associated with any posts concerning LYNX that “the views expressed are of the author and do not reflect the views of LYNX.”
- Follow the terms and conditions of use that have been established by each venue used for social networking activities and don’t post any information or conduct any online activity that may violate applicable local, state or federal laws or regulations.
- Identify all copyrighted or borrowed material with citations and links. When publishing any material online that includes another’s direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author, where applicable.
- Content never disappears entirely once it’s been posted. Ensure that all postings are factually and grammatically correct.



- Take consideration when posting information about travel schedules, personal contacts, away messages, etc., as other Internet users could have access to daily patterns and result in vulnerability to crime.
- Please use common sense when publishing anything on the Internet or visiting websites.

Using social media at work

Unless use of social media is work-related pursuant to company policy or authorization from the department manager, employees should refrain from accessing social media sites from equipment provided by LYNX. Unless work related, individual use of social media from any device should be limited to non-work hours such as bona fide meal periods, or times before or after clocking in for work. Employees may not use LYNX email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is prohibited

LYNX prohibits retaliation against any employee for reporting a potential violation of company policy or these guidelines, or for cooperating in an investigation. Any employee who violates LYNX anti-retaliation policy may be subject to disciplinary action, up to and including termination.