



Social Media Policy

Social media is an essential tool for connecting with others online and has become a significant source of information. At 90.1 NBC FM, we recognize the importance of social media in both personal and professional contexts. This policy provides guidelines for responsible social media use by all employees, volunteers, and contractors, whether they are engaging personally or as representatives of 90.1 NBC FM.

General Conditions of Use

1. **Evaluation of Social Media Use:** Any proposed use of social media to engage with an audience or stakeholders must be approved by the Station Manager and/or Systems Administrator.
2. **Adherence to Code of Conduct:** All employees and volunteers must follow the 90.1 NBC FM Code of Conduct, ensuring that their interactions on social media reflect the values and behaviors expected by the station.
3. **Prudence in Communication:** Social media interactions should be approached with the same level of care and judgment as face-to-face or public communications.
4. **Authorized Representatives:** Only authorized individuals may comment on 90.1 NBC FM policy, strategy, or operations. Unauthorized comments on these topics are prohibited.
5. **Use of 90.1 NBC FM IT Assets:** Personal social media use involving 90.1 NBC FM's information technology resources is governed by this policy.
6. **Disciplinary Action:** Any violations of this policy may result in disciplinary actions, up to and including termination of employment.

Personal Social Media Use

When engaging in personal social media activities, especially if related to 90.1 NBC FM, the following guidelines must be observed:

1. **Separation of Personal and Professional Views:** Ensure that any personal social media comments are clearly stated as your own and not as official statements from 90.1 NBC FM. Use disclaimers where necessary.
2. **Email Usage:** Do not use your 90.1 NBC FM email address for personal social media activities. This helps maintain a clear distinction between personal and professional engagements.
3. **Confidentiality:** Refrain from sharing or discussing any private, confidential, or secure information on social media. This includes personal or health information about individuals.
4. **Respectful Communication:** All comments made on social media should be respectful and not engage with or respond to inappropriate content, including anything that is offensive, defamatory, or discriminatory.



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Authorized Social Media Use

To become an authorized social media representative for 90.1 NBC FM, the following steps must be taken:

1. **Authorization Process:** Obtain endorsement from the Station Manager and the Chairman. After receiving approval, complete the required social media training provided by 90.1 NBC FM.
2. **Identification as a Representative:** When posting as an authorized representative, clearly identify yourself as a 90.1 NBC FM employee or volunteer and specify the business area you represent.
3. **Factual and Respectful Posting:** Limit your social media comments to factual information available in the public domain. Do not disclose or comment on private, confidential, or secure information.
4. **Respect Copyright and Privacy:** Always comply with copyright laws and obtain permission before posting about colleagues or using their content.

Reporting Inappropriate Use

If you encounter any inappropriate material related to 90.1 NBC FM, including but not limited to bullying, misinformation, or breaches of confidentiality, it is your responsibility to report it to the Station Manager and the Chairman immediately.



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Acknowledgment and Agreement

By signing below, I acknowledge that I have read, understood, and agree to abide by the 90.1 NBC FM Social Media Policy. I understand that failure to comply with this policy may result in disciplinary action, including termination of my employment or volunteer position.

Volunteer Name: _____

Signature: _____

90.1 NBC FM Representative Name: _____

Signature: _____

Date: ___ / ___ / ___

This agreement is effective from ___ / ___ / ___ and will be reviewed on ___ / ___ / ___.

Address: _____

Phone Number: _____