



---

---

**FALL RIVER RURAL ELECTRIC COOPERATIVE, INC.**

---

**GENERAL POLICY No. 615  
SUBJECT: SOCIAL MEDIA**

---

**I. PURPOSE:**

The Cooperative believes in fostering a thriving online community and supports the reasonable use of all forms of social media. This policy is intended to ensure compliance with legal and regulatory restrictions and privacy and confidentiality agreements. This policy applies to employees using social media in a personal capacity as well as on behalf of the Cooperative. Violations of this policy may result in disciplinary actions up to and including termination of employment or contract.

**II. POLICY:**

It shall be the policy of the Cooperative to use social media to actively engage the Cooperative's membership.

**III. RESPONSIBILITY:**

The CEO/General Manager and all employees.

**IV. PROVISIONS:**

The following procedures and provisions apply to this policy:

- A. All communications should be in compliance with the Cooperative's Work Standards and Personal Conduct Policy 614 and uphold the Cooperative's reputation and integrity.
- B. Cooperative – Any social media activity on behalf of the Cooperative will be made by an authorized representative unless approved by the CEO/General Manager. All activity will comply with the following guidelines:

1. Transparency – Always use your real name and identify yourself as a cooperative employee.
  2. Respect – Always be respectful of your audience and avoid topics that could lead to exchanges considered objectionable or inflammatory.
  3. Proprietary Information – Do not disclose any financial or operational information including legal procedures, technical information, personal information of members or other individuals or other information belonging to the Cooperative.
  4. Media – Do not post any material including photos, articles, or music without proper permission.
  5. Cooperative Social Media Platforms – Social media platforms used for Cooperative business are the property of the Cooperative. User ID's, passwords, permission and use will be managed by the Cooperative and will be maintained by the IT department.
- C. Personal – The Cooperative respects the rights of its employees to use social media as a form of self-expression. It is important that all cooperative employees are aware of the implications of engaging in social media and online conversations that reference the Cooperative and/or the employee's relationship with the Cooperative.
1. Cooperative references – Any reference to the Cooperative on a personal social media account should be limited to position, title, location or years of service. Do NOT use cooperative contact information on personal accounts including company email. The use of Cooperative logos and trademarked information may be used only with prior consent.
  2. The Cooperative respects the employees' right to free speech. It is important to remember, however, that members, colleagues and supervisors have access to content that is posted on social media. Employees should always be aware that taking public positions

online that are counter to the Cooperative's interests might cause conflict.

3. Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality employees are expected to live every day, whether using Facebook, Twitter, or other social media when talking with customers or chatting over the neighbor's fence. Remember, your responsibility to the Cooperative doesn't end when you are off the clock. For that reason, this policy applies to both company sponsored social media and personal use as it relates to the Cooperative.
4. Participation in social media should be done on an individual's personal time unless otherwise assigned.

D. Any requests for information made by media or news outlets made to individuals regarding cooperative business should be referred to the designated cooperative spokesperson.

**V. Primacy of Policy**

This policy supersedes any existing policy that may be in conflict with the provisions of this policy.

APPROVED BY THE BOARD OF DIRECTORS

  
\_\_\_\_\_  
Douglas Schmier, President

DATE APPROVED: March 27, 2017

DATE REVISED: November 18, 2019