



Policy

Policy #
POL703

Title
Use of Social Media

Section
I.T.

Approved Date
April 16, 2013

Revised

Associated Documents: NA

It is the policy of Student Transportation of Eastern Ontario (STEO) to encourage clear and effective communication by all staff using a variety of accepted tools, including social media. Use of social media must, like all other forms of communication, meet tests of credibility, privacy, authority and accountability.

STEO expects all staff to understand and to follow these simple but important guidelines. These guidelines cover all social media platforms including, but not limited to:

- Social Networking Sites (Facebook, MySpace, Foursquare, LinkedIn, et cetera)
- Micro-blogging sites (Twitter)
- Blogs (including company and personal blogs, as well as comments posted to other blogs)
- Video and Photo Sharing Websites (Flickr, YouTube, et cetera)
- Forums and Discussion Boards (Google Groups, Yahoo! Groups, et cetera)
- Online Encyclopedias (Wikipedia, Sidewiki, et cetera)

Company Guidelines: Talking about STEO

Your Social Media: If you have permission and plan to discuss STEO related information across your personal social properties, you should disclose on your “About” page or your Bio that you are an employee of STEO and what your responsibilities include. Please also indicate that your opinions do not represent the official positions of STEO.

STEO Confidentiality: Only disclose publicly available information. Do not use your personal blog to break news about STEO or clients of STEO.

Discussing STEO Staff: STEO asks its employees to remember that sharing personal information about co-workers may affect them inside as well as outside of the office. All standard HR policies apply to interactions between colleagues across the social web.

Stakeholders Social Media Etiquette: Representing and Talking about STEO Stakeholders

Stakeholder Transparency: If you have permission to share information about what a stakeholder is doing publicly (e.g. launching a website or running a contest), you must be transparent and disclose your relationship. For personal blogs, this may include a few sentences fully explaining your relationship to the client.