

## **Henrico Court Appointed Special Advocates (“CASA”) Social Networking Policy for Employees and Volunteers**

### **Purpose and Scope**

CASA views social networking sites, personal websites, and blogs positively and respects the right of employees and volunteers to use them as a medium of self-expression. The purpose of this policy is to provide guidance to CASA employees and volunteers when using social networking and social media inside and outside of the work environment in an effort to protect and support the integrity, reputation, and interests of CASA and its national and local chapters.

Social media and social networking include, but are not limited to, websites and all forms of online community activities such as social networks, message boards, blogs, conversation pages, and chat rooms. Examples of social media and social networking include, but are not limited to, Facebook, Instagram, Twitter, LinkedIn, Flickr, LiveJournal, MySpace, and YouTube. The lack of explicit reference to a specific site does not limit the extent of the application of this policy.

### **Policy**

If an employee or volunteer chooses to identify himself or herself as affiliated with CASA in or on any electronic venue, public forum, or internet site, some third parties may view him/her as a representative or spokesperson of the agency. In light of this possibility, CASA requires that employees and volunteers observe the following guidelines when referring to CASA, its services, its clients, and/or its employees and volunteers online:

1. Consistent with the statutory requirements of CASA programs to protect the confidentiality of children and families assigned to the programs, employees and volunteers must maintain the confidentiality of private or confidential case information. Private or confidential case information includes (i) the contents of any document or record made known to the employee or volunteer in the course of his or her work on a case assigned by the CASA, (ii) any identifying or personal information of children and families assigned to the CASA program, including names, geographic locations, ages, genders, or other similar details, (iii) any other information the employee or volunteer knows or should know is private, confidential, or would cause physical, emotional, or financial harm to any child, family, or third party.
2. CASA employees and volunteers must refrain from using social media in any way that references CASA cases or otherwise discloses private or confidential case information, regardless of privacy settings. No user shall have any expectation of privacy in any message, file, image or data created, sent, retrieved or posted utilizing social media posts. As such, social media must never be used to discuss CASA cases.
3. Employees and volunteers must be respectful, fair, and courteous when using social media related to or referencing CASA. Communications may not include obscenities, profanity, or vulgar language.
4. Employees and volunteers must not use online communications to harass, bully, or intimidate others.
5. Employees and volunteers may not post pictures of CASA clients on any electronic venue, public forum, or internet site without obtaining prior approval from the Executive Director.

6. CASA logos and trademarks may not be used in or on any electronic venue, public forum, or internet site without prior consent from the Executive Director. Posts must comply with copyright, privacy, fair use, and other applicable laws.
7. CASA employees who link to CASA's website should identify their relationship with CASA.
8. CASA employees should never represent themselves as a spokesperson for CASA without first obtaining written permission from the Executive Director. If CASA is a subject of content that you are creating, be clear and open about your relationship to CASA, and make it clear that your views do not represent those of CASA, its employees, volunteers, board members, or clients.

By signing my name below, I certify that I have read, understand and will abide by CASA's Social Networking Policy for Employees and Volunteers.

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
Title or Role

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date