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TROUT UNLIMITED SOCIAL MEDIA POLICY

This policy applies to Trout Unlimited employees and contractors, as well as volunteer leaders unless otherwise stated.

Trout Unlimited has developed the following guidelines to provide direction to staff and volunteer leaders who participate in social networking activities of all types, including various modes of publishing content online, online communities such as Facebook, Twitter, YouTube, blogs and forums (e.g., fishing forums), even our own TU community on TU.org, etc. For purposes of this policy, "social networking" and "social media" are used interchangeably. Similarly, "computer" shall include any electronic device or appliance capable of use in social networking. "TU's Network" is defined as TU's computer systems, networks and/or electronic devices.

These guidelines cover online postings and conversations directly related to TU and your role as a TU staff or TU volunteer leader. What do we mean by "directly related?" We want you to participate in social media, especially as advocates for the work we do. Hence, some of your social networking may be done in the performance of your job/position and/or your social networking may be authorized on behalf of TU. This Policy will refer to those official communications conducted in the performance of the duties of your job/position, including communications conducted on behalf of TU as may be specifically authorized by TU, as "professional social networking". TU owns all postings or other social media communications that you create through professional social networking, including blogs, tweets and posts of any kind. At the same time, any social networking that is personal and not professional social networking, i.e., not conducted in the performance of the duties of your job/position, is referred to in this Policy as "personal social networking".

The guidelines in this Policy will differ depending on whether you are engaged in professional or personal social networking, as described below. The lines between professional and personal networking can be blurry, however. Be aware that even if you don't identify yourself as an employee or volunteer leader of TU, your position with

TU may be public knowledge or known to others with whom you may be in communication. Others may be confused as to whether you are speaking in the course of your duties and as a representative of TU, or you are speaking personally on your own behalf. These guidelines provide an easy way to avoid confusion and misunderstandings. In either case, we want you to understand and abide by the following DO's and DON'Ts.

General Guidelines for Professional and Personal Social Networking

TU Policies on Prohibiting Discrimination, Harassment and Retaliation, Workplace Violence as well as Confidentiality and Non-Disclosure (e.g., trade secrets, etc.), apply to all social networking, professional and personal, and your social networking must comply with those policies. Please note that TU monitors content out on the Internet, including all social networking, for compliance with this and other TU policies. If TU receives a complaint regarding your social networking, TU will investigate under this Policy and in accordance with other TU Policies. TU will not tolerate any form of retaliation in regard to such complaints.

The responsibility for what you write online falls to you alone - - you are personally responsible for any content you publish. Policy violations may result in discipline up to and including termination of employment or removal from your volunteer leadership position.

While communications which otherwise violate TU's Policies on Prohibiting Discrimination, Harassment and Retaliation and Workplace Violence are prohibited at all times, employees are otherwise free to speak, write, post or communicate with fellow employees or others about their wages, benefits or other terms or conditions of employment - - and nothing in this Policy should be interpreted otherwise. As such, none of the restrictions in this Policy apply to any of your personal communications, including personal social networking, pertaining to your employment or issues dealing with the terms and conditions of employment with TU, including any comments and criticisms of TU or its officials, managers or supervisors, in regard to employment.

DOs

Do stop and think before you post anything attributed to yourself. Once you say something online, you cannot take it back. Other people can and will share your communications, you do not always have control over where your posting goes or who sees it. So, take care about what you send. A word of advice: before posting anything online, ask yourself: would I want this posted on a billboard next to my face?

Do remember that, as a practical matter, there is no way to guarantee that you will be truly anonymous online. A good approach is to consider writing everything as if everyone knows who you are, and where you work.

Do be extra careful when dealing with young people online. Whether or not you frequently interact with youth online, remember that they are out there and your content may reach them. Consider that your posts are appropriate for people of all ages.

Do let your personality show through in your posts. People want to talk with people, not press releases. We are all unique, and should embrace this.

Do help out if someone is looking for information on a TU-related issue and you know where to point them to find the information.

Do keep in mind that TU's Policy Prohibiting Discrimination, Harassment and Retaliation and Workplace Violence Policy applies and your social networking must comply with that Policy. You shall not post obscenities, racial and ethnic slurs or other statements or images that are, from an equal employment opportunity perspective, unlawful, threatening, profane, abusive, harassing, embarrassing, tortious, maliciously defamatory, obscene, libelous, hateful or racially, ethnically or otherwise objectionable, or is an unlawful invasion of another's privacy.

DON'TS

Don't post any statements that maliciously disparage the goods and services provided by TU, or its staff, volunteers, members, contractors, applicants, donors or supporters. [This restriction is not applicable to any statements made in the context of any personal communications that pertain to your employment or issues dealing with the terms and conditions of employment with TU, including any comments and criticisms of TU or its officials, managers or supervisors, in regard to employment.]

Don't initiate or instigate a dispute with others who are critical of TU and/or its personnel, for example in the comments sections of online media, news articles, or social media posts. These areas are full of "trolls" – people looking to pick fights on a variety of subject matters. If you see a significant misstatement about TU, you may refer it to [Brennan Sang](#), Director of Online Communications or [Chris Hunt](#), National Director of Communications.

Don't engage in any form of discrimination, harassment or retaliation based on any factor prohibited by law, including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or

any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances.

Guidelines for Professional Social Networking Only:

Keep in mind that when you are online in the course of your duties for TU, whether as staff or volunteer leaders, you are representing TU, and you should follow the same principles, ethical standards and confidentiality requirements that apply to the “offline” world:

- Be smart
- Be genuine
- Be honest
- Be respectful
- Protect TU’s private information

Realize that your online communications will reflect on TU and its brand, whether you identify yourself as a TU employee or volunteer leader, you are identifiable as a TU employee or volunteer or under the circumstances the reader may well conclude that you are a TU employee or volunteer leader. As such, if you do not follow these guidelines, you may not identify yourself as speaking on behalf of TU or in your capacity as a TU employee or volunteer leader.

DOs for Professional Social Networking Only

Do share that you are a TU employee or volunteer leader when discussing TU, or issues with which TU is involved and which are within your area of job responsibility. Use your real name, and be clear about your role with TU (do not misrepresent your position in the organization, and correct any possible misunderstandings there may be in this regard).

Do be honest at all times. All statements must be true and not misleading, all claims must be substantiated.

Do be tolerant and respectful of everyone you interact with online; all of your comments should be meaningful and respectful. Social networks are as diverse as the real world. When disagreeing with others’ opinions, keep it appropriate and polite. Try not to alienate people directly or indirectly. If communications are becoming antagonistic, seek an appropriate, polite and tactful way to disengage from the dialogue that reflects well on TU and report the same immediately to TU.

Do be cognizant of the online community in which you are participating. Each has its

own culture and etiquette, understand and respect them. The first thing you should do in any online community is listen.

Do own up to any mistakes you make. If you post something that you later find out is not true, be forthcoming and transparent in fixing your error.

Do obtain advanced approval from TU if you propose to post any “promotional content,” in order to assure compliance with applicable law and regulations. Among other requirements, any promotional content may be required to identify that you are an employee of TU. Promotional content is defined as communications which are designed to endorse, promote, sell, advertise or otherwise support TU and its mission.

DON'Ts for Professional Social Networking Only

Don't take positions that are contrary to TU's written policies or publicly announced TU positions when speaking for TU, whether in a staff position or as a volunteer leader. TU has established policies in place on a number of important public policies and conservation issues. TU has also publicly announced positions, for example, on pending legislation, proposed administrative actions and pending litigation. Do feel free to take alternate positions or make other comments or criticisms when you are engaged in personal social networking and not speaking for TU. See TU's [privacy policy](#).

Don't get substantively involved in discussions of issues if you are not an expert on the topic being discussed. Instead, get in touch with someone in TU who is an expert, and let them do the talking.

[Don't engage in political campaigning in your capacity as a TU employee or TU volunteer leader on any social media.](#) Federal tax law prohibits TU from participating, directly or indirectly, in any political campaign activities on behalf of, or in opposition to, any candidate for public office. You should take measures to ensure that there is no perception of TU involvement or support of your personal political activities, such as by posting a disclaimer to the effect of “the views expressed here represent my own and not those of Trout Unlimited.” In accord with federal law, you may never use TU equipment, assets or work time for such activities.

Don't make comments that could reflect poorly on TU and our tens of thousands of members and donors. - - remember you are acting as a representative of TU here, not in your personal capacity. Don't post obscenities, slurs or personal attacks that can damage the reputation of the

organization, staff, volunteers, members, contractors, donors, applicants or supporters. Comments and criticisms of TU and its officials are not prohibited when you are

engaged in personal social networking and not speaking for TU.

Don't share in the course of professional social networking confidential, sensitive or proprietary information about TU and its staff, volunteers, members, contractors, donors, supporters or applicants, as defined in TU policies. This includes, but is not limited to, financial information; website traffic statistics; business development relationships; donor information; information about negotiations or disputes with other parties; organization charts; and employee, volunteer or board of trustee's contact information.

Don't comment on anything related to legal matters, litigation, or any parties with which TU may be in litigation.

Don't use copyrighted materials in your posts unless you own the rights to do so. If you are looking for public-domain images to use, try the [Creative Commons search tool](#). In personal social networking, do not unlawfully infringe on any third party's copyright or other intellectual property rights.

Guidelines for Personal Social Networking Only

DOs

Do use only personal accounts, addresses and profiles, and only such that are separate and apart and identifiably distinct from your role/job/position with TU, to avoid confusion.

Do avoid confusion in any situation that you are engaging in personal social networking activities. There may be instances where there is a reasonable possibility that any reader, directly or indirectly, of your content would be confused as to whether you were speaking on behalf of TU, or on your own personal behalf, for example when on your time you are sharing your personal views on any number of important public policies and conservation issues on which TU has taken an official position, but where you have a different or opposing personal view . In such instances, you must make it clear you are speaking personally by adding a disclaimer, to the effect: "the views expressed here are mine and do not necessarily reflect the views of my employer, TU".

Do note that social media use may result in personal liability for commentary deemed to be defamatory, obscene (as legally defined), proprietary or libelous. Also be aware that TU's Policies on Prohibiting Discrimination, Harassment and Retaliation, Workplace Violence apply to many social media interactions, including but not limited to interactions between you and other associates or non-associates you know through work. Accordingly, you should exercise common sense and use good judgment with

respect to the subject and content of your postings.

Do feel free to engage in personal social networking to speak, write or communicate with fellow employees or others about their wages, benefits or other terms of employment.

DON'Ts

Don't use TU-provided devices, TU's Network, or TU's official sites and social media platforms, for personal social networking.

Don't create any professional social media site affiliated with TU without prior permission from TU. If you create a social media platform that is related to TU and/or its activities, but is not authorized by TU, you must make explicit: "This social media platform is neither sponsored nor supported by TU and/or its affiliates, in any way."

Don't share confidential, sensitive or proprietary information as those terms are defined in TU policies. For purposes of personal social networking, this restriction does not apply to employment-related information, information related to the terms and conditions of employment, nor to any personal communications that pertain to your employment or issues dealing with the terms and conditions of employment with TU, including any comments and criticisms of TU or its officials, managers or supervisors, in regard to employment.