

California Wolf Center Social Media Policies

Social media is a growing communications tool that many people are already participating in, both personally and professionally. As an individual, it is important to think about how you are representing yourself online. Additionally, sharing information about your work experience at the California Wolf Center (hereafter, "CWC") or what you are doing at work should be considered carefully.

When you write (blog, etc), you are encouraged to write knowledgeably, accurately, and use appropriate professionalism. Despite disclaimers, your Web interactions can result in members of the public forming opinions about the CWC, its employees, partners, animals, business practices, etc.

Below are some policies we have put together for appropriate use.

**** Guidelines for Interaction on the Internet ****

- You are not authorized to speak on behalf of CWC, or to represent that you do so.
- If you are developing a website or writing a blog that will mention CWC (and/or our current and potential services, products, plans, animals, employees, business partners, customers, and competitors), as a courtesy to CWC, please let your supervisor or HR know that you are writing them.
- If you are developing a website or writing a blog that will mention CWC (and/or our current and potential services, products, plans, animals, employees, business partners, customers, and competitors), you must also identify that you are an employee or volunteer of CWC and that the views expressed on your blog or website are yours alone and do not represent the views of CWC.

Please speak respectfully about CWC and our current (or potential) plans, animals, employees, customers, partners and competitors. Please do not engage in name-calling or behavior that will reflect negatively on our reputation.

Honor the privacy rights of our current employees by seeking their permission before writing about or displaying internal CWC events/happenings that might be considered to be a breach of their privacy and confidentiality.

Recognize that you are legally liable for anything you write or present online!

The use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by the CWC and could result in disciplinary action (up to and including termination).

**** Confidential Information Component of the Social Media Policy ****

- You may not share information that is confidential and proprietary to CWC. This includes information about sales, protocols, finances/revenue, number of employees, company strategies, and how wolves are managed and cared for and any other information that has not been publicly released by CWC. These are given as examples only and do not cover the range of what CWC considers confidential and proprietary. If you have any question about whether information has been released publicly or have doubts of any kind, speak with your manager, Human Resources before releasing any information that could potentially harm CWC, its current and potential business, protocols, employees, partners, and/or customers. Please review the CWC's confidentiality agreement ("Confidentiality Agreement") that you signed when you joined CWC.

CWC's logo and trademarks may not be used without explicit permission in writing from the Director of Communications and/or the Executive Director. This is to prevent the appearance that you speak for or represent the company officially.

**** Your Legal Liability Component of the Social Media Policy ****

- Employees can be disciplined by CWC for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. You can also be sued by CWC employees, competitors, and/or any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

**** Media Contact Component ****

- Media contact about CWC and its current (and potential) services, plans, employees, animals, partners, clients, competitors, etc, should be referred (for coordination and guidance) to the Director of Communications and/or the Executive Director. This does not specifically include your opinions, writing, and interviews on topics aside from CWC and its current (and potential) services, products, plans, animals, employees, business partners, customers, and competitors.