

CDBA-NB Inc. Policy and Procedure			
Chapter:	General	PP No.	G1.1
Section:	Employee Relations	Issued :	Feb 2015
Subject:	SOCIAL MEDIA	Effective:	Jan 2015
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Approved by:	CDBA-NB Inc. Board of Directors	Issued:	

1. POLICY

- 1.01 (a) CDBA-NB Inc.’s computer resources are business systems that should only be used for legitimate CDBA-NB Inc. purposes. The use of CDBA-NB Inc. computers and other devices for any purpose that is not specifically related to CDBA-NB Inc. business is prohibited.
- (b) All documents, data, and information composed, sent, stored and received on or over the CDBA-NB Inc.’s computer systems (including by way of email whether through a mobile device otherwise) are property of CDBA-NB Inc. Therefore, employees should have no expectation of privacy while using these systems and CDBA-NB Inc. reserves the right to monitor and inspect all uses of these systems including use of email, internet and social media, at any time without notice.
- 1.02 Employees/board members/consumers/parents/guardians or anyone associated with CDBA-NB Inc. who wish to create and/or maintain personal blogs or participate in social media may do so on their personal computer and on their own time outside of the workplace. Persons who create or contribute to blogs or social media and who identify themselves, either directly or indirectly, or others, as part of CDBA-NB Inc. must adhere to the following code of conduct:
- (i) Each social media posting/blog of an Intervenor/ staff/consumer/parent/guardian board member must contain the following disclaimer: “The views expressed on this website/blog are the views of the author alone and do not reflect the views of CDBA-NB Inc.;
 - (ii) An employee/board member/consumer/parent/guardian etc., must ensure that no confidential, proprietary, copyrighted, or other sensitive information related to CDBA-NB Inc. appears on, or is referred to, on any social media site or blog, unless specific written permission has been obtained from the Executive Director;
 - (iii) An employee/board member/consumer/parent/guardian etc. must ensure that he or she does not libel, slander, intimidate, harass, or threaten any employee, board member, customer, supplier or affiliate of CDBA-NB Inc. on any social media site or in any blog content;
 - (iv) An employee/board member/consumer/parent/guardian etc. must not make comments which are negative, derogatory or false about CDBA-NB Inc., its employees, its management, its suppliers or affiliates or its competitors on any social media site or in any blog content;

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- (v) An employee/board member/consumer/parent/ guardian etc. must make best efforts to make a good impression on readers and to ensure that postings and/or blogs are thoughtful, and free of profanity and harassing and/or discriminatory comments.
- (vi) If an employee/board member/consumer/parent/guardian etc. is uncertain about the propriety of a public communication over a social media site or blog they should consult the Executive Director prior to making such communications.

2. PURPOSE

- 2.01 CDBA-NB Inc. seeks to promote a high level of responsible behavior in connection with the use of computer resources and internet communications, through its own website or otherwise, and has formulated this policy to accomplish the following goals:
- (a) to protect the reputation and resources of CDBA-NB Inc., its consumers, its board members, its employees from irresponsible or illegal activities;
 - (b) to ensure privacy, security and reliability of CDBA-NB Inc.’s network and systems;
 - (c) to establish guidelines for the acceptable use of CDBA-NB Inc.’s network, intellectual property and confidential information;
 - (d) to define generally those actions which are considered abusive and prohibited;
 - (e) to outline procedures for the monitoring of online communications and inspection of employee computer/email use at work, and for handling and reporting such abuse to CDBA-NB Inc.

3. SCOPE

- 3.01 This policy applies to all past and present users of CDBA-NB Inc.’s network and electronic resources, and all employees/board members identifying themselves, either directly or indirectly, in online communications, including web or social media sites and blogs as employees/board members/consumer/parent/guardian etc. of CDBA-NB Inc.

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4. RESPONSIBILITY

- 4.01 (a) Users of CDBA-NB Inc.’s computer network are strictly prohibited from creating or maintaining personal blogs or logging into social media sites on company computer resources or during company time.
- 4.01 (b) Employees must ensure that they do not divulge private and/or confidential information related to CDBA-NB Inc.’s business, its consumers, its affiliates and/or its employees/board members while communicating on social media sites, the internet in general or through blogs, unless prior written approval has been obtained from the Executive Director.
- 4.02 The Executive Director is responsible for monitoring, investigating and reporting any allegations or concerns regarding the content of employee/board member, or other, postings or blogs that may affect CDBA-NB Inc. or any of its employees, board members, consumers or affiliates.

5. DEFINITIONS

- 5.01 **“Blog”** means a personal web journal or log and includes the creation and/or maintaining of a personal web journal or contributing content to another individual’s blog.
- 5.02 **“Blogging”** is the act of creating, maintaining or contributing to a web journal or log.
- 5.03 **“Posting”** is the act of uploading, adding, contributing or linking content on a blog, social media site or on the internet in general.
- 5.04 **“Social media”** in an internet or mobile device application, location or site that provides users with the opportunity and means to participate in, develop or share content or views and opinions with others (e.g. Facebook, Twitter, Myspace, LinkedIn, etc.).

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6. REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

None.

7. PROCEDURE

7.01 CDBA-NB Inc. monitors social media and blogs including employee social media and blogs, without notice, to ensure that CDBA-NB Inc.’s confidential or proprietary information is not being disclosed or that the code of conduct outlined in Paragraph 1.02 is not breached. Employees/board members should not expect privacy when posting to social media sites and blogging. Monitoring of social media and blogs shall be conducted by the Executive Director.

7.02 Employees/board members, consumer/parent/guardian etc. found in breach of this policy will be subject to disciplinary action up to and including discharge for cause.

7.03 All users or CDBA-NB Inc.’s computer resources, and all employees who maintain personal blogs or participate in social media must adhere to the terms of this policy. A copy of this policy and Internet Use shall be provided to each user and each user is required to sign an acknowledgement of receipt of these policies.

7.04 Employees who use social media sites are to refrain from:

- disclosing secret, confidential, private, or internal information related to CDBA-NB Inc.;
- posting or downloading offensive language or graphics;
- disparaging co-worker, consumers, suppliers or affiliates; and
- posting anything that is not in CDBA-NB Inc.’s best interests.

7.05 Executive Director or the Director of Intervention shall review this policy with all employees and Board Members.

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8. ATTACHMENTS

None.