

MEDIA POLICY/SOCIAL MEDIA POLICY

Adopted 11/15/2103

1. PURPOSE:

To safeguard I-REACH 2 Inc.'s (I-REACH 2 INC.) public image, assure consistency with policies/positions, help preserve confidentiality of participant information, and to provide media outlets accurate and timely access to information. This policy governs media relations for the agency, including outreach and response to the media. It also enables I-REACH 2 INC. to comply with the Health Insurance Portability and Accountability Act (HIPAA) of 1996, which governs privacy standards for health care information.

2. POLICY:

It is the responsibility of the Executive Director to coordinate all proactive and reactive statements to the news media on behalf of the agency, its employees and its agents, as well as its participants.

3. PROCEDURES:

All information requests, interviews, photographs or videos involving participants, their families or visitors require advance consent and completion of the Photography/Media Release Form which, in the case of participants, should be filed in the main file. For Individuals with guardians, parental/legal guardian consent and signature are required.

- a. All interview requests should be forwarded to I-REACH 2, Inc.'s Executive Director. No other employees are authorized to speak with the media regarding I-REACH 2 INC. or participants unless authorized by the Executive Director.
- b. It is the responsibility of the Executive Director to issue news advisories/releases, interface with the media, and obtain any necessary administrative/ department clearance for media visits/interviews, accompany the agency's resources during the interview, and advise as appropriate in advance of a media visit.
- c. It is the responsibility of employees seeking to involve the news media or independent video, film or publication representatives in filming, photographing or interviewing customers, employees, or agency facilities to coordinate these activities through the Executive Director with as much advance notice as possible.
- d. It is the responsibility of employees contacted by the news media during regular business hours to immediately refer the call to Executive Director.
- e. During evening, night or weekend hours, media calls should be immediately referred to the Administrative On-Call (307-258-5959) who will be responsible for fielding the inquiry, determining the need to contact the Executive Director and, in the event of an interview, photograph or video, verifying the appropriate consents and release form(s) signatures.
- f. It is requested that any public figure or special interest case which could result in media interest be conveyed at the earliest convenience to the Executive Director.

4. SPOKESPERSON:

The following individual(s) is/are I-REACH 2 Inc. spokesperson/spokespeople:

- a. Tina Conley, Executive Director
- b. Jaime Bordeaux, Service Coordinator

Online Social Networking Policy

PURPOSE:

To provide guidelines to employees who are engaged in online social networking.

POLICY:

I-REACH 2, Inc. respects the right of any employee to engage in online social networking using the Internet and other technology during their personal time. This specifically includes websites such as Facebook, YouTube, Twitter, LinkedIn, Instagram, and Pinterest as well as various blogs. This policy covers instant messages, text, video, photos, and audio. While we respect the employee's right of self-

expression, in order to protect the agency's interests and ensure employees focus on their job duties, employees must adhere to the following guidelines:

- a. Employees may not engage in such activities during work time or at any time with agency equipment or property.
- b. All policies regarding confidentiality and personnel policies such as policies prohibiting harassment and discrimination should be followed. Information regarding persons receiving services must not be disclosed. The privacy rights of fellow employees must be respected.
- c. Employees may not friend an individual currently receiving service from I-REACH 2, Inc. This also applies to the individual's caregivers and guardians.
- d. Information published on social media networks that have to do with any aspect of work must comply with I-REACH 2, Inc.'s confidentiality statement, HIPPA, and Code of Ethics. This also applies to comments posted on other blogs, forums, and social networking sites.
- e. I-REACH 2, Inc. employees may not create a social networking site or service to conduct agency business.
- f. If the employee mentions the agency while engaging in social networking and also expresses a political opinion or an opinion regarding the agency's actions, the person must specifically note that the opinion expressed is his/her personal opinion, not the opinion of the agency. This is necessary to preserve the agency's goodwill among stakeholders such as funding and regulatory bodies, referral sources, families, and others. This standard disclaimer does not by itself exempt program supervisors, managers, coordinators, and the leadership team from a special responsibility when using social networks.
- g. Employees identifying themselves as employed by I-REACH 2, Inc. must ensure their profiles and related content is consistent with how the employee wishes to present him/herself to colleagues, individuals receiving services, and other stakeholders.
- h. Social networks are not the place to communicate to employees regarding agency policies.
- i. Be respectful to I-REACH 2, Inc. other employees, individuals receiving services, and competitors. Respect your audience. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in I-REACH 2, Inc.'s workplace.
- j. Respect copyright laws, public record laws, and privacy protection laws. Plagiarism applies online as well.
- k. Any conduct that is illegal if expressed in any other forum is expressly prohibited.
- l. I-REACH 2, Inc. logos and branding may not be used.

I-REACH 2, Inc. encourages all employees to consider the manner and the speed by which information can be relayed using technology and how such information can be misunderstood. We promote a culturally and ability sensitive environment. We expect that any employee who is engaging in social networking is sensitive to disabilities as well as cultural, ethnic, sexual orientation, religious, and other beliefs. While an employee's free time and personal equipment is generally not subject to any restrictions by I-REACH 2, Inc., the agency urges all employees to not post information about I-REACH 2, Inc. or their jobs which could lead to morale issues in the workplace or which could detrimentally affect the agency's interests. We expressly reserve the right to discuss questionable material with the employee.

Employees should use their best judgment. If you are about to post something that makes you uncomfortable or that could be offensive to others, you should review the rules above.

COMPLIANCE:

Users must immediately report violations of this policy to their supervisor, as well as to the Executive Director.

ENFORCEMENT:

All supervisors are responsible for enforcing this policy. Employees who violate this policy are subject to discipline up to and including termination from employment, professional discipline, or criminal

prosecution, in accordance with I-REACH 2, Inc.'s personnel policies, Human Resource Policies, and Privacy Policies.