

FASEB Social Media Policy

Social media has changed the way people communicate. FASEB recognizes the importance of the Internet in shaping public thinking about FASEB. Social media can take many forms, including internet forums, blogs and microblogs, online profiles, wikis, podcasts, pictures and video, email, instant messaging, music-sharing, and voice over IP, to name just a few. Examples of social media applications are LinkedIn, Facebook, Wikipedia, YouTube, Twitter, Yelp, Flickr, Second Life, Yahoo groups, WordPress, Instagram, ZoomInfo—the list is endless.

When FASEB wishes to communicate publicly as a Federation, whether to the marketplace or to the general public, it has well-established means to do so. Only those officially designated by FASEB have the authorization to speak on behalf of FASEB.

It is not FASEB's intention to restrict your ability to have an online presence and to mandate what you can and cannot say. We would like to provide you with FASEB's policy for appropriate online conduct and to avoid the misuse of this communication medium.

Be thoughtful about how you present yourself in online social networks. The lines between public and private, personal and professional are blurred in online social networks. By virtue of identifying yourself as a FASEB employee in a social network, you are now connected to your colleagues, managers, and even FASEB's clients. You should ensure that content associated with you is consistent with your work at FASEB.

Policy Guidelines

- Do not post any financial, confidential, sensitive, or proprietary information about FASEB or any of FASEB's clients.
- Do not violate any copyright, fair use, or financial disclosure laws.
- Do not disparage our current, former, and potential customers, partners, employees, vendors, or competitors.
- As a FASEB employee, be aware that you are responsible for the content you post and that information on remains in cyberspace.

- Use privacy settings, when appropriate. Remember, the internet is immediate, and nothing posted is truly private and that nothing posted “expires.”
- If you see unfavorable opinions, negative comments, or criticism about FASEB or your work at FASEB, do not try to have the post removed or send a written reply that will escalate the situation. Forward this information to Human Resources.
- In any communication you post using one of the social media listed above or similar media in which your job, FASEB, one of FASEB’s member or nonmember societies, or one of FASEB’s vendors or business partners is identified, you must include a disclaimer that clearly and conspicuously identifies you as a FASEB employee and makes it clear that these views are not reflective of the views of FASEB. We suggest using the following in such situations: “I am a FASEB employee. The opinions expressed here are my own and do not necessarily represent the views of FASEB and have not been authorized or adopted by FASEB.”

Users who violate this policy may be subject to discipline, up to and including termination of employment. If you have any questions about this policy or a specific posting out on the web, please contact Human Resources.