

Social Media

We don't limit an employee's creativity and freedom to express themselves online, but as representatives of APC we do require that our employees avoid online activities that are damaging to our business (such as unauthorized disclosure of information) or interfere with the rights and comfort of our clients. APC's social networking policy includes rules and guidelines for company- authorized social networking and personal social networking and applies to all executive officers, management, volunteers, and staff.

General Provisions

Blogging or other forms of social media or technology include but are not limited to video or wiki postings, sites such as Facebook and Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with APC.

Employees are expected to protect the privacy of APC and its employees and clients and are prohibited from disclosing personal employee and nonemployee information and any other proprietary and nonpublic information to which employees have access. Such information includes but is not limited to client information, trade secrets, financial information and strategic business plans.

Communication with Clients

APC prohibits the acceptance of "friend" or contact requests from clients or their family members on any social networking sites (Facebook, LinkedIn, Instagram, etc.). Adding clients as "friends" or contacts on these sites can compromise your clients' confidentiality, as well as your privacy. It may also blur the boundaries of a therapeutic, professional relationship. Inviting or allowing clients or their family members to interact with or view your personal social media page (such as Facebook or Instagram) can be perceived as inviting them into your personal life. This can send mixed and confusing messages to clients.

Employer Monitoring

Employees are cautioned that they should have no expectation of privacy while using the Internet. Postings can be reviewed by anyone, including APC, and the company reserves the right to monitor comments or discussions about the company, its employees, clients and the industry, posted on the Internet by anyone, including employees and non-employees.

Personal Blogs

APC respects the right of employees to write blogs and use social networking sites and does not discourage employees from self-publishing and self-expression. Employees are, however, expected to follow the guidelines and policies set forth to provide a clear line between you as the individual, and you as the employee. APC does not discriminate against employees who use these media for personal interests and affiliations or other lawful purposes.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate or disparage against employees or anyone associated with or doing business with APC. Employees cannot post company-privileged information, including copyrighted information or company-issued documents.

Employees cannot post on personal blogs or social networking sites photographs of clients, vendors or suppliers, nor can employees post photographs of persons engaged in company business or at company events.

Employees cannot link from a personal blog or social networking site to APC's internal or external web site.

If contacted by the media or press about their post that relates to APC business, employees are required to speak with their supervisor before responding.

If you have any questions relating to this policy, your personal blog or social networking, ask your or supervisor.

Reporting Violations

APC requests employees to report any violations or possible or perceived violations to supervisors, or Human Resources. Violations include discussions of APC and its employees and clients, any discussion of proprietary information, and any unlawful activity related to blogging or social networking.

If an employee comes across a threatening comment/posting concerning an employee, owner, or client of APC, whether it be heard verbally, or seen online or in any electronic or written form, the employee should immediately take it seriously and not assume it is "only talk" or that it is protected communication. Any threat has the potential to be serious and action must be immediately taken for the safety of all involved.

All supervisory personnel shall take these threats seriously and if someone gives information regarding a threat, personnel will not comply to requests that the information remain private. Any information that is given to any employee regarding threats or dangerous behavior must and will be acted upon for the safety and security of everyone involved.

Discipline for Violations

APC investigates and responds to all reports of violations of the social networking policy and other related policies. Violation of the company's social networking policy will result in disciplinary action up to and including immediate termination. Discipline or termination will be determined based on the nature of the violation and factors involved.