Oklahoma Business Ethics Consortium
Social Media Policy

We understand that social media is a common way to share your life and opinions with others, including family, friends, co-workers, customers, and clients. However, use of social media also presents certain risks and carries with it certain responsibilities – these communication tools have the potential to create a significant impact on organizational and professional reputations.

To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media by those who serve as directors, officers, employees, or independent contractors of the Oklahoma Business Ethics Consortium ("OK Ethics").

This policy governs publication of and commentary on social media, and applies to all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with OK Ethics, as well as any other form of electronic communication ("Social Media Communication"). Illustrative examples of social media sites include, but are not limited to, Facebook, Twitter, LinkedIn, Wikipedia, Blogger, Instant Messenger, MySpace, FourSquare, YouTube, Vimeo, online forums, and many more.

Know and follow the rules

This policy is intended to complement OK Ethics' Guiding Principles; in particular, the following principles:

- Responsibility to Self and Others:
    - Service:
        - Responsibility and accountability for fulfilling the mission of OK Ethics
    - Collaboration:
        - Service to OK Ethics over promotion of self-interest
    - Respect:
        - We respect other members and the process by:
            - Being open to other points of view and outcomes
- Lead with Integrity
    - Honor:
        - Realizing that each of us in a mode of continual learning, we demonstrate humility, care and compassion when sharing our thoughts and knowledge
- Inspire Trust:
    - We serve and promote the cause of truth with integrity, objectivity and fairness to all persons.

As a representative of OK Ethics, you are responsible and accountable for fulfilling the mission of OK Ethics and encouraging the promotion of ethical behavior through your personal actions. We expect you to follow these standards in all of your actions and communications – including

all uses of social media. Please read this policy and OK Ethics' Guiding Principles carefully, and make sure your postings on social media are consistent with these standards.

If you do not follow these standards, please understand that you may be subject to disciplinary action, which may include termination or removal from your position as a director, officer, employee, or independent contractor of OK Ethics.

Post only appropriate and respectful content

The public in general, and members of OK Ethics, reflect a diverse set of values, opinions and points of view. Don't use social media to say anything that is contradictory or in conflict with our Guiding Principles. Use your best judgment – don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, defamatory comments, personal insults, obscenity, or content that is discriminatory, harassing, offensive, intimidating, threatening, disruptive or unprofessional) but also proper consideration of topics that may be considered objectionable or inflammatory – such as politics and religion.

Be sure to make it clear that the views and opinions that you express in social media are yours alone and do not represent the official views of OK Ethics. If you post something related to the work you do for OK Ethics, or subjects or individuals associated with OK Ethics, make it clear that you are expressing your personal opinions and are not speaking on behalf of OK Ethics. For example, include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of OK Ethics."

Be honest and accurate

We believe in transparency and honesty. Make sure you are always honest and accurate when posting information or news. Don't say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out.

Don't tell secrets

Use good judgment about content, and respect privacy laws. Never post rumors about OK Ethics or its members, and don't disclose any confidential information about OK Ethics or its members.

Be courteous, rather than confrontational

Avoid using social media to engage in arguments. Provocative, confrontational comments may generate "traffic" to your website or post, but nobody wins in the end. Don't try to settle scores or goad others into inflammatory debates by using social media. If you respond to comments made by others, make sure that your response is courteous, constructive, and factually correct. If you see misrepresentations made about OK Ethics or its members in the media, you may point that out. But always do so in a polite and respectful manner.

Be the first to respond to your own mistakes

If you make an error in something that you post online, be up front about your mistake and correct it quickly. If you modify an earlier post, be open about it and make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly and appropriately.

Respect copyright laws

Show proper respect for the laws governing copyright and fair use of material owned by others, including OK Ethics' own trademarks and logos. When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, or photos, always include citations. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Think about consequences

What you publish on social media will be around for a long time, so consider the content carefully and also be cautious about verifying the facts. (Remember that the Internet archives almost everything, even deleted postings.)

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. It's all about using good judgment. Before posting, take time to edit and reflect. Consider what might happen if a representative of OK Ethics is in a meeting with a member or prospective member, and someone mentions your post. If in doubt about a post, or if something doesn't feel quite right, either let it "sit" for a while and look at it again before publishing it, or ask someone else to look at it first.

Again, always keep our Guiding Principles in mind when using social media: "**We serve and promote the cause of truth with integrity, objectivity and fairness to all persons**."