

South Dakota Statewide Independent Living Council Guidance on the Use of Social Media

The South Dakota Statewide Independent Living Council provides the following guidance for SILC members and staff regarding the use of social media. This includes those who are assigned as administrator and/or editor of such platforms.

The SILC expects all who participate in social media on behalf of the SILC, to understand and to follow these guidelines. This policy applies to professional use of social media on behalf of the SILC as well as personal use of social media when referencing the SILC.

For purposes of this guidance, it includes blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, i.e., FaceBook, Twitter, Snapchat, Instagram, etc. and other sites and services that permit users to share information with others. This guidance includes evolving new technologies and social networking tools as they emerge.

Those posting information on SILC related social media sites should be aware that all the information/content is observed by the public and it is a reflection on the SILC as an organization as a whole.

If there are questions about what is considered confidential, SILC staff or members should check with the SILC Executive Committee prior to posting such information.

Guidance includes:

1. Use careful judgement and common sense – consistent with SILC values and IL philosophy – when posting.
2. Staff or member - each is personally responsible for the content that is published and be mindful that what is published will be public for a long time.
3. Ensure information is relevant, informed, and correct, and if an error is made, correct the mistake, and admit the mistake and apologize.
4. Be polite and respectful; never make slurs (i.e., race, ethnicity, nationality, gender, sexual orientation), discriminatory remarks, personal insults, obscenities, or other similar conduct that would be inappropriate or unacceptable in the workplace.
5. Do not post, access, or engage with any material that is inappropriate or illegal. This includes posts, links, photos, GIFs and emojis that are insulting, threatening, discriminatory, bullying, embarrassing, of a sexual nature, obscene, defamatory, profane, or fraudulent.
6. Do not publish, post, or release any information that is considered confidential or sensitive private information.

7. Exercise care before posting photos to ensure we have appropriate permission and respect the privacy and security of others (see attached media release form).
8. Respect copyright, fair use and financial disclosure laws on content and logos and trademarks and do not use logos or trademarks unless we have been granted permission to do so.
9. Do not publicly discuss or speculate on sensitive matters (business or political matters or plans).
10. At all times, you must protect against any unauthorized disclosure of confidential information belonging to a business, organization, customer, consumer, or any third party with whom you do business.
11. If you encounter a situation while using social media, which threatens to become antagonistic or hostile, disengage from the dialogue in a polite manner. If deemed necessary, communicate this with SILC staff and other site administrators.
12. The SILC can advocate. Advocacy efforts may include sharing/posting information such as training announcements, resources, public meetings/hearings, conferences.
13. Lobbying is not allowed; to include, but not limited to:
 - a) Cannot endorse a candidate;
 - b) Take action to support or oppose a specific piece of legislation;
 - c) Cannot ask for a specific vote for or against a bill or a budget item.

Social media networks, blogs and other types of online content sometimes generate press and media attention and/or legal questions. These inquiries should be referred to the Division of Rehabilitation Services per the BVR/SILC staff support agreement.

Social media use shouldn't interfere with employee's SILC responsibilities. The SILC's computer systems are to be used primarily for business purposes and personal use should be incidental. When using the SILC's computer systems, use of social media for business purposes is allowed (e.g., Facebook, Twitter, Instagram, and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

Media Release Form

Statewide Independent Living Council
221 South Central Ave, Ste 33
Pierre, SD 57501
Phone: (605) 494.3613

I hereby grant to the Statewide Independent Living Council permission and consent to publish my name and photograph (and by video photography) my image for use in SILC related videos, printed publications, websites, and social media, and to freely use such images in the exhibition, advertising, editorial use and publicizing thereof as the SILC.

I acknowledge that since my participation in videos, print publications, websites, and social media produced by the SILC is voluntary, I will receive no financial compensation. I further agree that my participation in any videos, print publications, websites, and social media produced by the SILC confers upon me no rights of ownership whatsoever. I also release the SILC, its contractors, and its employees from any and all liability for any claims by me or any third party in connection with my participation.

Date: _____

Print Name: _____

Signature: _____

Parent/Guardian Signature (if participant is under the age of 18):

Contact Info: _____