

MAXABILITIES OF YORK COUNTY

POLICY TITLE: Social Networking

EFFECTIVE DATE: October 23, 2025

POLICY REVISION: New Policy

REFERENCE: Policy: HR-Confidentiality
Policy: Relationship of Board and Executive Director

RELATED PROCEDURAL DOCUMENTS: N/a

PURPOSE: This policy establishes the framework by which social media activities will be conducted for the agency. Social networking is defined as any use of social media platforms including but not limited to: Facebook, Instagram, X, TikTok, Snapchat, personal blogs/vlogs, chat rooms or other forms of online journals not affiliated with MaxAbilities of York County.

POLICY STATEMENT: MaxAbilities of York County (MaxAbilities) takes no position on an employee's decision to start or maintain a personal blog or participate in other social networking activities. However, it is the right and duty of the agency to protect itself from unauthorized disclosures of information. Therefore, this policy addressing agency- authorized as well as personal social networking applies to all MaxAbilities employees.

Unless specifically instructed by the Executive Director/designee, employees are not authorized and therefore restricted to speak on behalf of MaxAbilities of York County. Employees may not publicly discuss confidential information regarding individuals who receive agency services/supports, agency employees, work products, any work-related materials, or outside company-authorized communications. Employees are expected to protect the privacy of MaxAbilities of York County and its supported individuals and employees and are prohibited from disclosing personal information and non-employee information and any other proprietary and non-public information, photographs, financial information, or strategic business plans.

EMPLOYER MONITORING: Employees are cautioned that they should have no expectation of privacy while using the Internet. Postings can be reviewed by anyone. MaxAbilities of York County reserves the right to monitor comments, discussions or photographs about the company, its employees, supported individuals and the industry, including products, posted on the internet by anyone, including employees. MaxAbilities of York County reserves the right to use search tools and software to monitor forums such as blogs and other types of personal journals, diaries, personal and business discussion forums, and social networking sites and to use content management tools to monitor, review or block content originating from the company that is not in the best interest of MaxAbilities of York County.

Employees are advised that they should have no expectation of privacy while using company facilities, hardware, software or other equipment or for any purpose, including authorized social networking.

REPORTING VIOLATIONS: MaxAbilities of York County requests and urges employees to report any obvious violation to their immediate supervisor and/or the Human Resources Department. Violations include, but are not limited to, discussion of the agency or its employees and supported individuals, any discussion of proprietary information (examples include: Roastery roasting recipes, agency service lists, agency/product logos) and any unlawful activity related to blogging or social networking.

DISCIPLINE FOR VIOLATIONS: Violation of the company's social networking policy will result in disciplinary action up to and including termination. Discipline or termination will be determined based on the nature and factors of any blog or social networking post. MaxAbilities of York County reserves the right to take legal action where necessary against employees who engage in prohibited, destructive or unlawful conduct.

RULES/GUIDELINES: Only authorized employees can prepare, post and modify content on the agency's website or any agency social networking location, such as a Facebook page. If there is ever a question about the appropriateness of information to be posted, discuss the content with the Executive Director/designee. Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on the agency's website or social networking locations.

When social networking or using any other form of web-based forums, the agency must ensure that use of these communications maintain our brand identity, integrity and reputation while managing actual or potential legal risks, whether used inside or outside the workplace.

PERSONAL SOCIAL MEDIA: MaxAbilities of York County respects the rights of employees to write blogs and use social networking sites as a medium of self-expression and public conversation and does not wish to discourage employees from self-publishing and self-expression. However, employees are expected to follow the guidelines and policy set forth to provide a clear line between you as the individual and you as the employee.

Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just the company.

Due to the nature of this business, where confidentiality and privacy of supported individuals is required, MaxAbilities discourages any social networking connection between staff and supported individuals. Any issues that arise from such a connection will be handled on a case-by-case basis.

Employees cannot use their employer-owned equipment, including computers, agency-licensed software or other electronic equipment, nor facilities or company time, to conduct personal blogging or social networking activities.

Employees cannot use blogs or social networking sites to harass, threaten, discriminate or disparage employees or anyone associated with or doing business with the agency.

If you choose to identify yourself as an agency employee, please understand that some readers may view you as a spokesperson for MaxAbilities of York County. Because of this possibility, we ask that you state your views expressed in your vlog or social networking post as your own and not those of the agency, nor any person affiliated or doing business with the agency.

Employees cannot post on personal blogs or social networking sites photographs of supported individuals, vendors or suppliers, nor can employees post photographs of persons engaged in company business or at company events- both hosted and attended.

Employees cannot post on personal blogs or social networking sites any advertisements or photographs of company products nor sell company products/services.

Although it is important to maintain the privacy and confidentiality of supported individuals, and employees who wish to remain private, MaxAbilities encourages employees to share agency approved posts which serve to highlight meaningful activities and accomplishments.

If contacted by the media or press about a personal post that relates to company business, employees are required to forward that request, along with the origin reason for that request, directly to the Executive Director/designee as outlined in the MaxAbilities policy "Relationship of the Board and Executive Director".

Finally keep in mind that information posted on a blog or social networking site is considered to be in the public domain, regardless of any personal security settings. Therefore, anything posted by an employee may be treated as if it was stated face-to-face to the management of the agency. As a result, any improper posting or comments can be considered a violation of this policy.

STATEMENT OF UNDERSTANDING: Any questions regarding this policy or your personal blog or social networking, can be forwarded to your supervisor, Department Director or Human Resources. Every MaxAbilities employee will review this policy as part of the agency onboarding process and a statement of receipt will be maintained in the employee's personal file (Attachment A).