

## **California-Nevada JATC SOCIAL MEDIA POLICY**

At the California-Nevada JATC (“JATC”), we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all JATC apprentices, employees and anyone that may be deemed a representative of the JATC.

### **Guidelines**

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes 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 website, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the JATC, as well as any other form of electronic communication.

The same principles and guidelines found in JATC Policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow apprentices or otherwise adversely affects members, customers, suppliers or people who work on behalf of the JATC may result in disciplinary action up to and including termination.

### **Be respectful**

Always be fair and courteous to fellow apprentices, customers, members, suppliers or people who work on behalf of the JATC. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your Committee or Director than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, suppliers, members, employees or apprentices or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone’s reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or JATC policies.

### **Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered.

Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about JATC fellow apprentices, members, customers, people working on behalf of the JATC or competitors.

### **Post only appropriate and respectful content**

- Do not create a link from your blog, website or other social networking site to a JATC website without identifying yourself as a JATC apprentice.
- Express only your personal opinions. Never represent yourself as a spokesperson for the JATC. If the JATC is a subject of the content you are creating, be clear and open about the fact that you are an apprentice or employee and make it clear that your views do not represent those of the JATC, fellow apprentices, members, customers, suppliers or people working on behalf of the JATC. If you do publish a blog or post online related to the work you do or subjects associated with the JATC, make it clear that you are not speaking on behalf of the JATC. It is best to include a disclaimer such as “The postings on this site are my own and do not necessarily reflect the views of the JATC.”

### **Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor or consistent with the JATC General Policy.

### **Retaliation is prohibited**

The JATC prohibits taking negative action against any apprentice or employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any apprentice who retaliates against another apprentice for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

### **Exception**

Nothing in the JATC’s Social Media Policy is designed to interfere with, restrain or prevent employee communications regarding wages, hours or other terms and conditions of employment. Apprentices have the right to engage in or refrain from such activities.

### **Media contacts**

Apprentices should not speak to the media on behalf of the JATC without contacting the Director or Committee. All media inquiries should be directed to them.

### **For more information**

If you have any questions or need further guidance, please contact your Committee or Director.