

## FOOTHILLS AREA YMCA - Social Media and Internet Use Policy

The **Foothills Area YMCA** recognizes that social media and online platforms are valuable tools for self-expression and communication. What employees do in their personal time is their own business. However, once you identify yourself as a **Foothills Area YMCA employee or volunteer** on any social networking site, blog, website, or online platform—or use the YMCA name, logo, program name, photographs, or related materials—your actions and words may be perceived as representing the YMCA.

As such, the YMCA requires all employees and volunteers to adhere to the following guidelines as a condition of employment or service.

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### Use of YMCA Name, Logo, and Content

Employees must obtain **prior written approval** from the Foothills Area YMCA before engaging in any of the following:

- Using the YMCA name, program name, official logo, or any YMCA-owned photographs or materials.
- Adding a link to the official YMCA website from a personal or group page.
- Including text, images, or media that are property of the Foothills Area YMCA.
- Posting photographs or videos of YMCA participants, students, or staff members.
- Creating any social media “group page” or account representing a YMCA program, class, or activity.

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### Professional Conduct and Online Behavior

When communicating online—whether by email, text, instant message, blog, or social media—employees and volunteers are expected to represent the YMCA in a professional, respectful manner. The following conduct is strictly prohibited:

- Use of obscenities, profanity, or vulgar language.
- Engaging in harassment, intimidation, or bullying of any kind.
- Posting or sharing content that is discriminatory or derogatory toward any individual or group based on **race, gender, religion, sexual orientation, age, or disability**.
- Using sexually explicit, suggestive, humiliating, or demeaning comments or imagery.

- Posting photos or videos that compromise anyone's privacy or that could humiliate, demean, or embarrass a person.
- Discussing or depicting prohibited behaviors, including but not limited to **alcohol or drug use, sexual behavior, harassment, destruction of property, or other inappropriate conduct**.
- Electronic communication and instant messaging through social media with consumers are prohibited. All e-mail communications with consumers who are minors must be directed to the consumer's parents/guardians.
- "Friending" a consumer on any social media accounts.

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## Out-of-Program Contact with Participants

To protect both staff and participants, out-of-program contact between YMCA employees and minors is strongly discouraged.

- Staff and volunteers may **not** share personal contact information (including cell phone numbers, personal email addresses, or social media accounts) with minors unless the participant's **parent or legal guardian provides written permission** and accepts full responsibility for the communication.
- Employees and volunteers are prohibited from sending text messages to consumers and/or replying to text messages from a consumer. If a consumer attempts to communicate with an employee or volunteer via text, a supervisor must be notified immediately.
- The Foothills Area YMCA assumes **no responsibility** for securing or monitoring such permissions.

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## Representation of the YMCA

Once you identify yourself publicly as a **Foothills Area YMCA employee or volunteer**, you are seen as a representative of our organization. Employees and Volunteers are expected to conduct themselves in a way that reflects positively on the YMCA's mission and values at all times.

Violation of this policy may result in **disciplinary action, up to and including termination of employment**, and in certain cases, **legal action**.

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Employee/Volunteer Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_