

SOCIAL MEDIA

Policy Number: 402GS

Effective Date: 6/1/16

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Scope

This policy on Social Media applies to faculty, staff, predoctoral researchers, summer scholars and applicants ("Covered Individuals") of The Graduate School of the Stowers Institute for Medical Research ("The School").

Purpose

The SGC recognizes the importance of communicating through social media, which is a powerful vehicle for sharing information, engaging in conversations, and collaborating, both internally with other Covered Individuals and externally with various partners and audiences. Use of social media can be faster, easier, more informal and more interactive compared to traditional forms of communication.

Covered Individuals' use of social media (such as but not limited to Facebook, Twitter, blogs, wikis and the social media features of tools made available on SGC's intranet) can pose risks to the SGC's reputation and confidential and proprietary information, expose the SGC Organizations to discrimination and harassment claims, and result in privacy and regulatory violations by the SGC Organizations. To minimize these business and legal risks, to avoid loss of productivity and distraction from Covered Individuals' job performance and to ensure that the SGC's computers, networks, software and other IT resources and electronic information and communications systems ("SGC's Equipment and Systems") are used appropriately as explained below, Covered Individuals must adhere to this policy when using social media.

The School is included in the Stowers Group of Companies ("SGC") Organizations and has adopted the following policy as its own.

Policy

Requirements for Use of Social Media

All use by Covered Individuals of social media must be in compliance with this policy. Covered Individuals who use social media in violation of this policy, the SGC Code of Conduct or any other policy of the SGC, whether (i) at work or using the SGC's Equipment and Systems, or (ii) away from work using non-SGC Equipment and Systems if the use relates to the SGC, its members or its activities or is conduct covered by a SGC policy, may be subject to disciplinary action, up to and including termination of employment or other association with the SGC.

If a Covered Individual uses social media as part of his or her job duties, such as for public relations, recruitment, research, or other business purposes, he or she must carefully review and comply with any applicable guidelines, practices or standards issued or set by the SGC from time

to time. The relevant SGC Organization will own all social media accounts used on behalf of the SGC or otherwise for business purposes, including any and all log-in information, passwords and content associated with each account.

Guidelines for Responsible Use of Social Media

The following provides Covered Individuals with guidelines and recommendations for using social media responsibly and safely, in the best interests of the SGC.

- **Comply with the SGC Code of Conduct.** Communications made using social media must follow the expectations and obligations set forth in the Code of Conduct. This includes being respectful of colleagues and supportive of the culture of the SGC. The SGC expects Covered Individuals to deal with problems or issues that they may have with the SGC or other Covered Individuals in a constructive manner through the designated systems and procedures that exist internally. Public airing of disputes or issues with the SGC or other Covered Individuals is prohibited.
- **Keep SGC Information Secure.** This includes protecting the SGC's intellectual property and proprietary and confidential information, as well as information about the SGC's collaborators, suppliers, and other business partners. Refrain from sharing internal or private site or group content outside of the intended private area without permission.
- **Obtain Permission to Post the Content of Others.** Respect other individuals' and organizations' intellectual property and commercial rights, including copyrights, patents, trademarks, photos, videos, right of publicity (that is, individuals' names and likenesses), and other intangible property. To protect against liability for copyright or trademark infringement, sources of particular information posted or uploaded must be referenced and cited accurately.
- **Protect Individual Privacy.** This includes the collection, sharing, or other use of any personally identifiable information. Obtain permission from the subjects in photos or videos before posting to internal or external social media.
- **Use SGC Equipment and Systems Appropriately and comply with Terms of Use of all Sites Visited.** Covered Individuals should review the terms of use of all social media sites visited and must ensure that their use complies with them. If a Covered Individual uses social media as part of his or her job duties, he or she should pay particular attention to terms relating to: ownership of intellectual property; requirements for licenses allowing use of the SGC's trademarks or other intellectual property; and privacy rights and responsibilities.
- **Protect the SGC Organizations' Reputation and Tax-Exempt Status.** In using external social media, the Covered Individual should make it clear that that he or she is speaking on his or her own behalf, writing in the first person and, in the case of purely personal social media use, using his or her personal contact info, including e-mail address. The Covered Individual should always strive for professionalism and honesty when engaging in social media activities and to be accurate in his or her communications about the SGC. Refrain from posting information about SGC Organizations that may appear to be formally sponsored or endorsed by the SGC.

No Expectation of Privacy

All contents of the SGC's Equipment and Systems are the property of the relevant SGC Organization. As a result, Covered Individuals should have no expectation of privacy whatsoever as it pertains to the SGC's access of any message, files, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on the SGC's Equipment and Systems. Covered Individuals are advised that in order to ensure compliance with SGC policies, the SGC may monitor, intercept and review, without further notice, a Covered Individual's activities using the SGC's Equipment and Systems, including but not limited to social media postings and activities, and Covered Individuals consent to such inspection.

This policy was approved by the GSSIMR Board of Directors on September 5, 2018.

This policy was last updated by the GSSIMR Board of Directors on November 09, 2020.

This policy will be reviewed by the GSSIMR Board of Directors in 2022.