

United Association and Sprinkler Fitters Local 696
Social Media Policy Adopted June 2015

The explosion of social media on the internet has revolutionized our ability to communicate with one another. Such media, including Facebook, Instagram, My Space, Twitter and You Tube, allows users to exchange news, ideas and information like never before.

The United Association (UA) and Sprinkler Fitters Local Union No. 696 (Local 696) acknowledges and supports the use of social media to promote communication among members and the International and Local Union, as well as to keep the membership informed on matters that are of concern to our organizations. The UA and Local 696 fully support the First Amendment right to free speech, provided it is exercised in a responsible manner that does not violate or offend the rights of others.

The UA and Local 696 have developed a social media policy to encourage officers, employees and members to use social media responsibly and in accordance with the UA and Local 696's laws and policies. This policy requires that anyone using and social media related to the UA and/or Local 696 comply with the following principles:

- **Act as a responsible participant.** If you are going to participate, be responsible, your obligation to abide by the laws, policies and standards of the UA and Local 696 doesn't end at the workplace. Endeavor at all times to conduct yourself in a manner that reflects positively upon the UA, Local 696 and the labor movement as a whole.
- **Be polite and respectful.** Do not use slanderous, harassing or threatening language. Do not use profanities, curse words, or other vulgar or offensive language. As organizations that promote diversity, the UA and Local 696 will not tolerate ethnic slurs or hate speech of any kind. Treat your audience and other contributors with respect and strive to disagree without being disagreeable, And please, no spam, a good point or constructive comment need only be said once.
- **Keep it truthful and accurate.** Do not make false, unsupported or unsubstantiated statements. If you are offering a personal opinion, identify your statement as your own personal opinion.
- **Protect sensitive information.** Do not comment on or otherwise disclose anything that may be privileged, confidential, proprietary or private.
- **Ensure compliance with the law.** Respect and comply with all laws applicable to the internet, including copyright, fair use and other intellectual property laws.
- **Remain careful and cautious.** If you find yourself wondering whether a particular comment is appropriate, you're better off not saying it. The internet has a long memory and such comments can become part of a permanent record.
- **Add value to the discussion.** A good rule of thumb to follow in all interactions using social media is to try to make sure what you say adds some value to the issue or topic. This makes the discussion more worthwhile for everyone.

The UA and Local 696 reserve the right to delete or block content within their control when that content violates this policy. The UA and Local 696 also reserve the right to block or restrict the access of users within its control who violate this policy. Finally, the UA and Local 696 reserve the right to take disciplinary or other appropriate action against officers, employees and members who violate its laws and policy, including its social media policy.

Communications made through any social media account, blog or website of the UA and/or Local 696 shall in no way constitute a legal or official notice or comment to the UA and/or Local 696.