



Article VI Conditions on the Job

YMCA of Greensboro Social Media Policy

Purpose

The YMCA of Greensboro recognizes that social media is an important tool for communication, community engagement, and information sharing. This policy provides guidance for employees and volunteers regarding the appropriate use of social media in both professional and personal capacities.

For purposes of this policy, **social media** includes, but is not limited to, social networking sites, blogs, wikis, microblogs, message boards, online forums, podcasts, photo and video sharing platforms, live-streaming services, messaging features, and other digital platforms that allow users to create or share content. This policy applies regardless of whether content is shared publicly or privately when the content becomes publicly available or otherwise affects the YMCA's legitimate business interests.

The YMCA of Greensboro participates in social media to:

- Strengthen relationships with members and the community.
- Increase awareness of YMCA programs and services.
- Highlight the YMCA's community impact.
- Encourage engagement with YMCA initiatives.
- Direct audiences to official YMCA communication channels.

All content representing the YMCA of Greensboro, its branches, resident camps, and Association programs must accurately reflect the YMCA's Mission, values, brand standards, and commitment to serving the community.

These guidelines are intended to help employees manage potential risks associated with social media use while respecting employees' lawful rights. The YMCA of Greensboro is committed to applying this policy consistently, regardless of political, religious, or social viewpoints expressed. Executive leadership, Executive Directors, and other public-facing leaders may be held to a higher standard because their communications are more likely to be perceived as representing the YMCA.

Because social media platforms continually evolve, this policy may be revised as needed.

Media Inquiries

If a member of the media contacts you regarding any YMCA-related social media content or requests information about the YMCA, do not respond on behalf of the organization. Immediately refer all inquiries to the Marketing & Communications Director.

If a personal social media post generates media attention, public controversy, or complaints referencing the YMCA, employees should not engage with the media or public on behalf of the YMCA and should notify the Marketing & Communications Director promptly so that the YMCA can coordinate an appropriate response.

General Standards

All employees are required to acknowledge receipt of this Social Media Policy.

Violations of this policy **may result in disciplinary action, up to and including termination of employment**, depending on the nature and severity of the violation.

Nothing in this policy is intended to interfere with or restrict employees' rights under the National Labor Relations Act (NLRA), including the right to discuss wages, hours, working conditions, or engage in other legally protected concerted activity.

Corporate Use of Social Media

Corporate use applies to employees who have been authorized to communicate on behalf of the YMCA of Greensboro.

All YMCA social media accounts, websites, blogs, and online communities must receive approval from the Marketing & Communications Department and the appropriate Executive Director or Operations Manager before being established.

Authorized administrators must provide Marketing & Communications with the administrative access or credentials necessary to manage organizational accounts, including updated access whenever credentials change.

Content Standards

Content published on behalf of the YMCA must:

- Be accurate, timely, and appropriate.
- Reflect the YMCA Mission, values, and brand standards.
- Comply with applicable copyright, trademark, and intellectual property laws.
- Protect confidential or proprietary information.
- Avoid providing legal advice or legal interpretations.
- Focus on YMCA programs, services, initiatives, and community impact rather than personal opinions.

Photography and Video

Images or videos may only be published when an appropriate YMCA photo/video authorization has been obtained. For minors, authorization must be provided by a parent or legal guardian.

Names, locations, or identifying information that could reasonably identify a minor participant should not be published.

All videos intended for official YMCA channels must receive approval from Marketing & Communications before publication.

Blogs

Official YMCA blogs require prior approval from Marketing & Communications.

Content should reflect the YMCA Mission, Vision, values, and strategic priorities while minimizing discussion of personal opinions or activities.

External Organization Promotion

The YMCA of Greensboro may promote external nonprofits, businesses, schools, government agencies, or community initiatives only when they align with the YMCA's mission, values, and strategic priorities.

Promotion includes:

- Sharing or reposting another organization's content.
- Promoting another organization's event or campaign.
- Publishing collaborative promotional materials.
- Creating original promotional content.

- Highlighting another organization as the primary focus of a YMCA post.
- Encouraging participation in another organization's campaign.

This requirement does not apply to:

- Approved YMCA vendors providing contracted services.
- Emergency communications from government agencies.
- Required sponsor or grant acknowledgements.
- Media coverage about the YMCA.
- YMCA of the USA or previously approved Association-wide partnerships.

Approval Process

Before publishing promotional content on a YMCA social media account involving an external organization:

1. The Executive Director or Operations Manager must complete the External Organization Alignment Rubric.
2. The organization must receive an overall recommendation of **Approved**.
3. The completed rubric must be emailed to the Marketing & Communications Department.
4. Marketing & Communications will maintain documentation for future reference.
5. Approval applies only to the specific promotional request being reviewed.

Marketing & Communications reserves the right to request revisions or deny promotional content that does not align with YMCA standards.

Personal Use of Social Media

Employees may maintain personal social media accounts during non-working hours using personal devices.

Personal social media activity is considered personal expression rather than official YMCA communication. Employees are personally responsible for the content they publish.

If content could reasonably be associated with the YMCA—for example, because an employee identifies themselves as YMCA staff, appears in YMCA apparel, posts from a YMCA facility or event, or serves in a public-facing or youth-facing position—employees must take steps to make clear they are speaking only in their personal capacity.

A recommended disclaimer is:

"The opinions expressed here are my own and do not represent the views of my employer, the YMCA of Greensboro."

Employees should avoid using YMCA titles, logos, letterhead, or official accounts to endorse or oppose political candidates, political parties, or ballot initiatives. Because the YMCA is a 501(c)(3) nonprofit organization, official YMCA resources may not be used for partisan political activity.

Conduct Expectations

Even on personal accounts, employees may be subject to review under this policy when content is reasonably associated with the YMCA.

Content that will result in discipline, up to and including termination, includes content that is:

- Defamatory or knowingly false.
- Threatening or intimidating.
- Unlawfully discriminatory or harassing.
- Sexually explicit.
- Reveals confidential or proprietary YMCA information.
- Compromises participant safety or privacy.
- Violates YMCA policies, including Child Abuse Prevention or Code of Conduct requirements.

The YMCA recognizes that employees have legally protected rights to discuss workplace issues, including their terms and conditions of employment, and this policy will not be interpreted to prohibit protected activity under applicable law.

Confidential Information

Employees may not disclose confidential information including, but not limited to:

- Member information.
- Participant records.
- Child information.
- Employee personnel information.
- Donor information.
- Financial information.
- Incident reports.
- Internal investigations.
- Non-public business information.

Questions regarding confidentiality should be directed to Human Resources.

Photography and Video on Personal Accounts

Employees should respect the privacy of coworkers and should avoid posting identifiable photographs of other employees without permission.

Employees should not post photographs or videos of minors participating in YMCA programs, including YMCA youth employees, unless specifically authorized by the YMCA in accordance with photo authorization procedures.

Communication with Minors

To help protect both youth participants and employees, YMCA staff and volunteers shall not initiate, **nor engage** in one-on-one communication with minors through social media platforms or messaging applications, including but not limited to Instagram, Facebook Messenger, Snapchat, TikTok, Discord, text messaging, or similar services.

Program-related communication should occur with parents or legal guardians. Employees with a pre-existing social media relationship established before the youth became a YMCA participant must disclose that relationship to their supervisor.

These requirements supplement the YMCA Code of Conduct and Child Abuse Prevention policies.

Reporting and Review

Employees who become aware of social media content that may violate this policy should promptly report the matter to their supervisor, the Marketing & Communications Director, or Human Resources.

Whenever practical, Human Resources and Marketing & Communications will review the content and provide the employee an opportunity to share their perspective before disciplinary decisions are finalized.

Nothing in this review process limits the YMCA's ability to take immediate action when necessary to protect participant safety, preserve evidence, comply with legal obligations, or address serious misconduct.

All investigations and disciplinary decisions will be documented appropriately.

Questions

Employees with questions about this policy or who wish to establish any website, blog, social media account, or other online presence representing the YMCA of Greensboro should consult the Marketing & Communications Department before creating or publishing content.

The YMCA of Greensboro reserves the right to interpret and administer this policy consistent with applicable federal, state, and local laws.

ACKNOWLEDGEMENT AND AGREEMENT TO POLICY AS STATED

I acknowledge that I have read and understand the Social Media Policy and agree to abide by it.

Printed Name

Signature

Date

Revised August 2026, approved August 25, 2026 effective immediately