

Royal American Technology Services

Social Media



November 4, 2024

Social Media Policy

We recognize that employees will use social media and other online communication tools as a growing way to connect with others. As an initial point, the same principles and guidelines that apply to your activities as an employee in general, as found throughout the Handbook and your job description, apply to your activities online. This includes any form of electronic communication, such as online publishing and discussion, including blogs, wikis, file-sharing, user-generated video and audio, virtual worlds, and social networks associated or not with our organization, Royal American Companies and its affiliated companies. Royal American Companies trusts and expects employees to exercise personal responsibility whenever they participate in social media. This includes not violating the trust of those with whom they are engaging. We expect that employees utilizing social media will recognize and follow the guidelines included within this policy. You are solely responsible for what you post online. Any of your conduct that adversely affects members, customers, clients, suppliers, employees or our business interests will result in disciplinary action, up to and including termination.

Please abide by the following expectations:

1. You may not comment for or speak on behalf of Royal American Companies without prior written approval.
2. You may not make negative or disparaging remarks about other employees.
3. Always consider the power of your comments and contemplate the impact of your post on your reputation and that of Royal American Companies before you publish it.
4. Respect all confidential and proprietary information that you possess because of your relationship with Royal American Companies. Secure written permission to publish or report on conversations that are meant to be private or internal to Royal American Companies. Examples of confidential information include, but are not limited to, client/customer information, confidential academic information, proprietary data, development of systems, products, processes and/or technology, internal policies and memorandums, and all proposed and executed organizational strategies. Do not post internal reports, policies, procedures, or other internal business-related communications.
5. You may not use the Royal American logo or any affiliated company's logo, trademark, or graphics on personal sites without prior written approval.
6. When disagreeing with other opinions, be appropriate and professional in doing so when posting such disagreement on social media sites.

7. When posting about your work at Royal American Companies use your real name, identify that you work for Royal American Companies and the position that you hold. Be aware of your association with Royal American Companies in online social networks. If you identify yourself as an employee of Royal American Companies, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
8. Anytime you publish content on an external website regarding anything to do with the work you do or any subjects associated with Royal American Companies use the following disclaimer:
"The postings on this site are my own and don't necessarily represent Royal American Companies positions, strategies or opinions."
9. Respect financial disclosure laws. It is illegal to communicate or give a "tip" on inside information to others so that they may buy or sell stocks or securities.
10. Respect your audience. Don't use slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in our workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
11. Employees are prohibited from posting any type of photograph of any Royal American Companies employee, client/customer, parent, family member, or volunteer on any social networking sites without express written approval.
12. Do not create a link from your personal blog, website or other social posting to a Royal American Companies website.
13. Royal American Companies respects its employees' interest and willingness to convey group complaints regarding existing working conditions. While it wholly respects employees' right to discuss such concerns utilizing social media, it encourages any such concerns to be brought to Royal American Companies' HR administration.
14. Refrain from using social media while on company time or on equipment we provide, unless it is work related and authorized by your manager and consistent with our equipment policy.
15. Do not use your organizational email address to register on social networks, blogs or other online tools utilized for personal use.
16. Vulgar, obscene, threatening, intimidating, harassing, discriminatory, or unlawful behaviors on social media sites may result in an employee's immediate termination.
17. Beware of AI-generated content. As AI continues to advance and become more prolific on social media it can be difficult to distinguish between AI-generated content and human-written. Before sharing any AI-generated content, carefully verify its accuracy against reliable sources. Do not create or share AI content that is misleading, deceptive, harmful, or is in violation of any of the above policies.
18. Royal American Companies maintains a strict zero-tolerance policy for cyberbullying and harassment.
 - a. **Cyberbullying** is defined as aggressive, intentional behavior that harms or hurts another person. This includes, but is not limited to, spreading rumors, threats, or embarrassing information.

- b. **Harassment** is defined as unwelcome conduct that is based on race, color, religion, sex, national origin, age, disability, genetic information, sexual orientation, gender identity, or any other protected characteristic. This includes, but is not limited to, offensive comments, threats, or intimidation.

Any employee found to be engaging in cyberbullying or harassment will be subject to immediate disciplinary action, up to and including termination of employment. If you believe you have been the victim of cyberbullying or harassment by another employee, please report the incident immediately to Royal American Companies' HR administration. All reports will be investigated promptly and confidentially. We encourage all employees to treat each other with respect, both online and offline.

- 19. Detox from Social Media. We encourage employees to take breaks from social media to improve mental health and productivity.