



LA Educational TV Authority (LETA/LPB)

Policy No. 22

Effective Date: 01/01/2019

Social Media Policy

The Louisiana Educational Television Authority (“Agency”) recognizes blogs, networking sites, and other social media (collectively referred to as “social media”, defined below) as useful tools to support the Agency’s operational goals. This policy applies to employees when they participate in social media as part of their job duties. It also applies to staff employees’ participation in social media at any time that they give the appearance of speaking on behalf of the Agency or its affiliates; identify themselves as Agency employees or as affiliated with the Agency; or discuss the Agency or its affiliates. Employees are responsible for the content they publish on social media and should use good judgment. Employees should be mindful that the things they say or do on social media are publically available and searchable and may be forever accessible, which can be then associated to Louisiana Educational Television Authority. Comments, expressions, and other postings on social media must be honest and respectful of others; respect confidential, personal, and proprietary information; and comply with applicable local, state, and federal laws and Louisiana Educational Television Authority policies.

Social media definition: Online, electronic, or Internet media, tools, communities, and spaces for social interaction, sharing user generated content, or public or semi-public communication. Social media typically uses web-based technologies to turn communication into interactive dialogues. Social media can take many different forms, including internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging, music- sharing, and chat, to name just a few. Examples of social media include but are not limited to the following: LinkedIn, Facebook, Instagram, Wikipedia, YouTube, Twitter, Pinterest, and blogs.

Being on social media on your cell phone or computer with non-Agency business while on Agency time, including but not limited to Facebook Messenger, Twitter, Instagram, or Pinterest, is also akin to being on a personal call while at work. Please do your best to focus during your work hours and check these applications during personal time like lunch breaks or at the end of the day.

Violation(s) of the social media policy will be subject to progressive discipline.

A handwritten signature in blue ink that reads "Beth Courtney".

Beth Courtney, CEO/Appointing Authority

A handwritten date in blue ink that reads "Dec. 20, 2018".

Date