

# Social Media Policy

This policy applies to the Foundation's staff, members of its board of directors, and to any other persons, such as committee members or affiliate board members, who may possess confidential or proprietary information about the Foundation. This policy refers to such persons as "Foundation personnel."

To communicate freely and openly with donors, grantees, and members of the public, the Foundation itself maintains a social media presence, including through its website, Facebook, Instagram and LinkedIn. The Foundation continually seeks out new and improved methods of communication and will add different forms of social media as it deems appropriate. Accordingly, the Foundation has given authority to certain Foundation personnel to maintain its social media presence and may invite others to submit online postings. This policy does not cover these activities.

The Community Foundation of the Ozarks understands that social media can be a fun and rewarding way to share one's life and opinions with family, friends and co-workers around the world. The Foundation takes a neutral position toward personnel who use social media in connection with personal interests and affiliations, or for other lawful purposes. However, it is the right and duty of the Foundation to protect itself from unauthorized disclosure of confidential and/or proprietary information and from having Foundation personnel indicate that they are speaking on behalf of the Foundation when they are not authorized to do so. Foundation personnel are expected to follow the guidelines and policies set forth to make clear that your comments and posts are made by you as an individual, not by you as an employee, agent or representative of the Foundation.

To assist Foundation personnel in making responsible decisions about their use of social media, we have established these guidelines for appropriate use of social media.

## Guidelines

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes but is not limited to personal blogs, sites such as Facebook, LinkedIn, Instagram, TikTok, X [Twitter], video or wiki postings, chat rooms, personal websites or other similar forms of online journals, diaries or personal newsletters not affiliated with the Foundation.

Foundation personnel are solely responsible for what they post online. Before creating online content, Foundation personnel should consider some of the risks and rewards that are involved. In the case of Foundation Employees, employees should keep in mind that any of their conduct that adversely affects their job performance, the performance of fellow employees or otherwise adversely affects members, constituents, suppliers, people who work on behalf of the Community Foundation of the Ozarks, or our legitimate business interests may result in disciplinary action up to and including termination.

## Know and Follow the Rules

Foundation personnel should carefully read these guidelines. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated.

In the case of Foundation employees, violation of the Foundation's Social Media policy will result in disciplinary action, up to and including termination, depending on the nature and severity of the violation. The Foundation reserves the right to take legal action against personnel who engage in prohibited or unlawful conduct. Violations by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.

## Be Respectful

Foundation personnel must always be fair and courteous to fellow employees, constituents, members, suppliers, or people who work on behalf of the Community Foundation of the Ozarks. Also, Foundation employees should keep in mind that they are more likely to resolve work-related complaints by speaking directly with their co-workers than by posting complaints to a social media outlet. Nevertheless, if Foundation personnel decide to post complaints or criticism, Foundation personnel should avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, that disparages constituents, members, employees or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion, or any other status protected by law or Foundation policy.

Personnel are personally responsible for commentary and posts through social media. Personnel may be held personally liable for commentary that is considered defamatory, threatening, intimidating, harassing, obscene, proprietary, or libelous.

## Be Honest and Accurate

Foundation personnel should make sure they are always honest and accurate when posting information or news, and if they make a mistake, they should correct it quickly. The Internet archives almost everything; therefore, even deleted postings can be searched. Foundation personnel should never post any information or rumors that they know to be false about the Community Foundation of the Ozarks, employees, constituents, vendors, and people working on behalf of the Community Foundation of the Ozarks or competitors. They should post only appropriate and respectful content.

Foundation personnel should also:

- Adhere to the Foundation's Policy on Confidentiality in their use of social media. This means they may not discuss any trade secrets and private or confidential information. Trades secrets

may include information regarding the development of systems, processes, products, know-how, and technology. Do not post internal reports, policies, procedures, or other internal business-related confidential communications. Likewise, personnel may not post through social media confidential and/or proprietary donor, grantee or Foundation-related documents, or post any information that would violate the Foundation's Policy on Confidentiality.

- 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. Such online conduct may also violate the Insider Trading Policy.
- Not create a link from a personal blog, website, or other social networking site to a Community Foundation of the Ozarks website without the employee identifying themselves as a Community Foundation of the Ozarks employee.
- Express only their personal opinions. Foundation personnel should never represent themselves as a spokesperson for the Community Foundation of the Ozarks unless they are authorized to do so. If you choose to identify yourself as a Foundation employee, board member or volunteer through social media, please understand that some readers may view you as a spokesperson for the Foundation. Because of this possibility, we ask that when using social media, you state clearly that you are speaking on behalf of yourself, that your comments, posts, and views are your own, and that you are not authorized to speak on behalf of the Foundation.

## Using Social Media at Work

Foundation employees should refrain from using social media while on work time or on equipment we provide unless it is work-related as authorized by their supervisor or consistent with the Use of Foundation Equipment policy. Employees must not use their Community Foundation of the Ozarks' email addresses to register on social networks, blogs or other online tools utilized for personal use.

## Reporting Violations

The Foundation requests and strongly urges employees to report any violations, or possible or perceived violations, of this policy to supervisors or the Foundation President and CEO. Board members and volunteers are encouraged to report violations to the Board Chair or the Foundation President and CEO. In particular, the Foundation requests that you provide a screenshot and/or printout of the page(s) that you believe contains the violation so that the Foundation may examine the entire context of the alleged violation.

## Retaliation is Prohibited

The Community Foundation of the Ozarks prohibits taking negative action against any Foundation personnel for reporting a possible deviation from this policy or for cooperating in an investigation.

Any Foundation employee who retaliates against another for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination. Retaliation by members of the board and other volunteers may lead to dismissal from the board or committee on which the volunteer serves.

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*Updated by the Board of Directors on April 15, 2026.*