



**Heart of Texas  
Goodwill Industries, Inc.**  
*Serving the community since 1955*



## **Social Media Policy**

Heart of Texas Goodwill (HOTGW) values social media as a tool that can empower its users to network, innovate, and advocate for social change. Participation in social media enables Goodwill to contribute dialogue on a range of issues that impact the organization's mission and operations and provides an opportunity to learn from others. It serves as a platform to inform and promote Goodwill's retail and mission services to outside stakeholders.

By definition, *Social Media* includes websites and applications that enable users to create and share content or participate in social networking. HOTGW employees may choose to be involved in various forms of social media but should be mindful that Goodwill's brand is best represented by its employees. What you publish may reflect on Goodwill's brand.

HOTGW employees who engage in online conversations must be aware of and practice the following guidelines:

1. Personal social media use is not allowed during work hours. Social media use may take place during meal or break periods and on your personal devices only.
2. If you submit a review or promote Goodwill online, you must disclose you are a HOTGW employee, per FCC regulations.
3. Do not post statements, photographs, video, or audio about Heart of Texas Goodwill, Goodwill team members, customers, donors, or participants that could reasonably be viewed as malicious, obscene, threatening/intimidating, might constitute harassment or bullying or negatively impact the Goodwill brand.
4. When you discuss Goodwill or Goodwill-related matters, make it clear that you are speaking for yourself and not on behalf of Goodwill.
5. Respect your audience. Refrain from posts that include ethnic slurs, discriminatory remarks, harassment, threats of violence or similar inappropriate or unlawful conduct.
6. If you encounter online misrepresentations about Goodwill, report these to the VP, Marketing & Communications. Refrain from responding and avoid unproductive arguments.

Listed below are some examples of what acceptable and unacceptable behaviors look like:

### **Acceptable Social Media Behaviors:**

- Sharing, reposting, liking or retweeting HOTGW posts on social media or webpage.
- Posting anything you love about Goodwill (like a great deal you got), on your own time.

### **Unacceptable Social Media Behaviors:**

- Responding to customer complaints.
- Identifying or discussing people who receive services from HOTGW. Do not post photos of customers or clients or identify Goodwill customers or clients by name.
- Sharing any confidential or sensitive HOTGW information.
- Creating social media accounts for HOTGW or making it seem like your personal pages/accounts are HOTGW.

If you have any questions or need guidance, please contact a member of the Marketing or Human Resources department. This policy applies to all employees working for Heart of Texas Goodwill or related entities. **Noncompliance with this policy can result in disciplinary action, up to and including termination.**