

## Calaveras County Fairgrounds – Social Media Policy

*As our Operation continues to grow and social media use continues to increase among our target audience, it is important that we are unified in our approach and on the same page about what is expected of you as a participant and or volunteer of the Calaveras County Fairgrounds.*

### SHOULD I TALK ABOUT CONFIDENTIAL INFORMATION ONLINE?

No. If a strategy, product, number, forecast, merger, acquisition, promotion, relocation, or any other internal information is not public you should not be talking, posting, tweeting, texting or blogging about it in a public manner. Making internal information public is not your job.

### WHAT DETERMINES IF INTERNAL INFORMATION IS PUBLIC?

If you haven't received a press release or an announcement email from a member of the senior management team about the internal item in question, it is likely not public.

### CAN I PUBLICLY DISPUTE A POSITION THAT Calaveras County Fairgrounds HAS TAKEN ON AN ISSUE?

All employees, participants and or volunteers will avoid publicly disputing a position that Calaveras County Fairgrounds has publicly taken on any issue. Publicly includes all social media sites, blogs and websites; as well as television and radio. We strive to portray an image of unity and objectivity and it is your job to help us maintain that image.

### CAN I BE INVOLVED IN SOCIAL MEDIA SITES IN MY PERSONAL LIFE?

Of course, all employees/participants are welcome to use personal social media accounts; however, your affiliation with the company may only be listed in the appropriate place. For example, on Facebook and LinkedIn the appropriate place to list your affiliation with our company is under the "employers" section. All titles, descriptions and employment dates must be accurate. On Twitter, you can list your affiliation with Calaveras County Fairgrounds in the "about me" section if you choose. Photos of Animals, Supplies or Owners information is not appropriate. **All photos will be vetted and posted on the Calaveras County Fair's website and or social media by the office.**

### WHY SHOULD I CARE ABOUT ALL OF THIS?

Adhering to this policy is important because Calaveras County Fairgrounds takes no legal responsibility for anything you post on a personal social media account. However, the DAA will hold all participants accountable to conducting themselves in a professional manner at all times. Should a participant breach this policy it is up to their supervisor to determine consequence for the inappropriate action.

**KEEP FOR YOUR RECORDS**