



Policies & Procedures

SOCIAL MEDIA

RFA respects the right of employees to use personal Web sites, Web logs (“blogs”), “Facebook,” “Twitter” accounts and other forms of “social media” available now or in the future (collectively referred to in this policy as “personal social media site”) as a medium of personal self-expression. However, an employee’s use—on the personal social media site—of his or her name that is known or recognizable as being associated with RFA could lead others to view the employee as a *de facto* spokesperson for RFA. This applies when the employee uses a name or alias known to be associated with RFA or identifies himself or herself in some other manner as associated with RFA. This also applies when the employee’s discussion of matters related to RFA’s work or mission is reasonably likely to lead to another’s recognition of the employee as being associated with RFA. All employees who use a personal social media site in such manner must do so in compliance with RFA’s policies—including but not limited to the Code of Journalistic Ethics, the Conflict of Interests policy, and the Confidential Information policy—and must adhere to the following requirements:

- It must be clear to readers that the views expressed by the employee are the employee’s alone and do not necessarily reflect the views of RFA or its supervisory entity, the Broadcasting Board of Governors. To reduce the potential for confusion in such circumstances, the following notice—or something similar—must be in a reasonably prominent location on the site (e.g., at the bottom of the employee’s “about me” page):

The views expressed on this [specific type of personal social media site] are mine alone and not necessarily the views of Radio Free Asia or the Broadcasting Board of Governors.

In addition:

- Any conduct which is impermissible under the law if expressed in any other form or forum is impermissible if expressed through a personal social media site; and

- The employee may not use his or her personal social media site to make or convey any malicious, slanderous, defamatory, or threatening communication, or any maliciously false statement or gossip, about RFA or anyone working for RFA , or any statement or communication maligning or threatening other media outlets or associated entities (including but not limited to RFE/RL, MBN, VOA, OCB, and others) or those who work for them, or any member of RFA's audience.
- The employee may not use his or her personal social media site to advance, advocate, or state a preference for any political activity or position (other than non-controversial local or community work), or to engage in any communication that compromises or potentially compromises the perception of the employee as impartial in regard to his or her work for RFA.

Regardless of whether the employee is recognizable as associated with RFA in his or her use of a personal social media site:

- The employee may not disclose any RFA Confidential Information (or any confidential information that any third party has disclosed to RFA) except as provided in the Confidential Information policy;
- Although RFA's Terms of Use permit employees to post RFA articles on their personal social media site, employees must consult their manager if uncertain about the appropriateness of publishing any RFA content on the site, even if the employee is the author of the content. In addition, employees must comply with the Terms of Use and credit RFA with a copyright notice whenever reproducing an article on the personal social media site; and
- The employee may provide a link from his or her personal social media site to the RFA Web site as provided in the Terms of Use. However, the employee must obtain permission from the RFA Director-Managing Editor, RFA Online, to use a company trademark or reproduce any company graphic material on the site.

Any employee who violates this policy is subject to disciplinary action up to and including termination of employment.

Links to Related RFA Policies and Information:

[Code of Journalistic Ethics](#)

[Confidential Information](#)

[Conflict of Interests](#)

[Disciplinary Action](#)

[E-mail Newsletter SOP](#)

[Terms of Use](#)

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