

FOND DU LAC BAND OF LAKE SUPERIOR CHIPPEWA SOCIAL MEDIA POLICY

Social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees who work for the Fond du Lac Band of Lake Superior Chippewa, or one of the Band's tribally-chartered corporations: Fond du Lac Management, Inc., the Fond du Lac Development Corporation, the Fond du Lac Construction Company, and the Fond du Lac Tribal College.

Guidelines

In the rapidly expanding world of electronic communication, "social media" can mean many things. "Social media" includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Band, as well as any other form of electronic communication.

The same principles and guidelines found in the Band's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects customers, clients, suppliers, people who work on behalf of the Band or the Band's legitimate business interests may result in disciplinary action up to and including termination.

Know and Follow the Rules

Carefully read these guidelines, the Fond du Lac Band of Lake Superior Chippewa Employment Handbook, the Data Privacy & Records Management Policy and any applicable departmental policies, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be Respectful

Always be fair and courteous to fellow employees, customers, clients, supplies or people who work on behalf of the Band. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonable could be viewed as malicious, obscene, threatening or

intimidating, that disparage customers, clients, 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 Band policy.

Be Honest and Accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Band, fellow employees, customers, clients, suppliers, people working on behalf of the Band or competitors.

Post Only Appropriate and Respectful Content

- Maintain the confidentiality of the Band's 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.
- Do not create a link from your blog, website or other social networking site to a the Band's website without identifying yourself as a Band employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for the Band. If the Band is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Band, fellow employees, customers, clients, suppliers or people working on behalf of the Band. If you do publish a blog or post online related to the work you do or subjects associated with the Band, make it clear that you are not speaking on behalf of the Band. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Fond du Lac Band of Lake Superior Chippewa."

Using Social Media at Work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use Band email addresses to register on social networks, blogs or other online tools utilized for personal use.

Retaliation is Prohibited

The Band prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee 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.

Violations of Policy

Violations of this Policy by any employee shall be considered misconduct and shall be subject to disciplinary action in accordance with the Fond du Lac Band of Lake Superior Chippewa Employment Handbook.

Approved by motion of the Fond du Lac Reservation Business Committee on October 3, 2012.