



## Online Social Networking

### Statement of Philosophy

Our company is committed to maintaining a good relationship with employees and with the public. If Kids Central Incorporated sustains a positive reputation and excellent image in the public eye, it directly benefits the company as a whole in addition to putting you in an advantageous situation as an employee. The way the public views Kids Central Incorporated is vital to promoting business, gaining new business, retaining first-class employees, recruiting new employees and marketing our products/services.

While Kids Central Incorporated has no intentions of controlling employees' actions outside of work, it is important that employees practice caution and use discretion when posting content on the internet, and especially on social networking sites that could affect Kids Central Incorporated's business operations or reputation. This policy serves as a notice on the practice of social networking for all employees to read and understand.

### Purpose

The purpose of the Online Social Networking Policy is the following:

- To guarantee a constructive relationship between the company and its employees.
- To reduce the possibility of risk to Kids Central Incorporated or its reputation.
- To discourage the use of company time for personal networking.
- To ensure employees are aware of their actions while engaging in social networking, the number of individuals who can access information presented on social networking sites and the consequences associated with these actions.
- Prevent discriminatory remarks, harassment, bullying, threats of violence and other behavior that is unacceptable at the workplace.
- Request that employees identify that their comments are their personal opinions and do not represent their employers' official positions on any specific issues.

### Definitions

#### Social Networking

Defined as any activity that involves interaction in online communities of people. This interaction includes, but is not limited to, browsing other users' profiles, browsing



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other users' photos, reading messages sent through social networking forums and engaging in online communities' instant messaging services.

### Social Networking Sites

Specific online communities of users, or any website that links individuals electronically and provides a forum where users can connect and share information. These websites can be general or tailored to specific interests or certain types of users. Examples of popular social networking sites include Facebook, You Tube, Twitter or X, Tik Tok, LinkedIn, Instagram and Pinterest. The list of domains that constitute social networking sites is ever-growing and changing because of the nature of the internet.

### Social Networking Profile

A specific user's personalized web page within a certain social networking site, usually containing personal information such as name, birthday, profile photo and interests.

### Micro-blogging

The practice of publishing your recent whereabouts, thoughts or activities on a social networking site for other users to see. This is the main focus of social networking sites such as Twitter, but it also includes features like "status updates" on Facebook.

### Business Purposes

Using a social networking site for the company's gain, usually as a task or assignment given by a manager/supervisor. This can be done either through a specific company account on a given social networking site or through a personal account for the purposes of recruiting or marketing for Kids Central Incorporated.

### Procedures

#### Prohibited Use

It is important that employees use their time while at work to conduct company business. Employees are not blocked from access to social networking sites on Kids Central Incorporated computers because under some circumstances, social networking is a powerful business tool that can be channeled to gain positive publicity for the company and



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to connect with clients. However, access to such websites does not mean they can be used at any time. The following actions are prohibited during working hours:

- Using social networking sites to conduct personal or non-company business.
- Browsing social networking sites for non-company business on company time.
- Reading email alerts regarding personal social networking account activity or using Kids Central Incorporated email to correspond with personal social networking contacts.
- Updating information, uploading photos or otherwise engaging with one's own, personal social networking profile for non-business purposes.
- Micro-blogging for a non-business purpose on a social networking site throughout the day, whether it is on a company-provided computer or a personal PDA/smartphone device.
- Setting up any social media accounts in the name of Kids Central or a Kids Central classroom/center or home base group except by authorized senior management staff.

## Prohibited Conduct

Having your own, individual social networking account and using it on your own time is certainly permissible. However, keep in mind that some actions on your personal site are visible for the entire social networking community and are no longer private matters. While Kids Central Incorporated will not be continuously monitoring employees' personal conduct on social networking sites, it might be a good guideline to assume that anything posted on your personal social networking profile could potentially be seen by anyone at the company. While this section of the policy is a sensitive one, Kids Central Incorporated put it in place to protect not only the company, but you and your job. It is for your own security and defense that you follow these guidelines:

- Do not use micro-blogging features to talk about company business on your personal account, even on your own time. Do not post anything you would not want your manager/supervisor to see or that would put your job in jeopardy.
- Do not use the company name, address or other information in your personal profile. This is for your physical safety as well the safety of everyone else at the company and the protection of Kids Central Incorporated's name.



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- Do not post any pictures or comments involving the company or other Kids Central Incorporated employees that could be construed as inappropriate.
- You are also responsible for what other users post on your individual social networking profile. Do not allow inappropriate or sensitive information regarding Kids Central Incorporated anywhere on your profile, even if it is generated by a different user.
- Remember that if your personal profile is visible to other employees at the company, supervisors, managers or peers, practice caution. You have control over yourself but not over these employees, and it just one inappropriate picture or comment taken out of context could fall into the wrong hands and cost you your job.

### Professional Development

Kids Central's Human Resources Specialist will provide training on this policy during the hiring process. This policy will be reviewed by all staff annually. All staff will sign an acknowledgement agreement of this policy through Paylocity.



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Kids Central Incorporated  
Online Social Networking Policy

Good relationships with the public and with employees are vital to the success of our company. Unfortunately, personal actions on individual social networking accounts can negatively affect either of these relationships. Thus, all Kids Central Incorporated employees are expected to understand the Online Social Networking policy and follow its requirements.

By signing this policy, you agree to adhere to all the provisions. You also are demonstrating your understanding that even information on your personal social networking profile, by nature of being posted on the internet, is public and could potentially be seen by clients, co-workers or supervisors whether or not you intended for these parties to view the information.

If you have any questions or uncertainty regarding the content of this policy, you are required to consult your supervisor. This should be done prior to signing and agreeing to the Kids Central Incorporated Online Social Networking Policy.

I have read and understand Kids Central Incorporated's Online Social Networking Policy, and I understand the requirements and expectations of me as an employee.

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Employee signature

Date