



VersAbility Resources' Social Media Policy

PURPOSE

These guidelines describe how VersAbility Resources makes use of social media. For the purpose of this document, the term “social media” refers to a website or platform that allows the creation and exchange of user-generated content. Examples include, but are not limited to, the following: Facebook, LinkedIn, Instagram, and YouTube.

VersAbility Resources' mission is to support people with disabilities in leading productive and fulfilling lives.

VersAbility Resources uses social media to build relationships with the community, the media, future VersAbility team members, current team members, current individuals served and their family members, future individuals served and their family members, and with business partners as part of our efforts to fulfill that mission. Our use of social media enables VersAbility Resources to dialogue with and educate our various audiences about the programs and services available to people with disabilities. It is with these purposes in mind that VersAbility Resources has adopted these guidelines for social media use.

VersAbility Resources' guidelines for social media use will continually evolve as uses of and experience with social media evolves and as social media itself evolves.

SOCIAL MEDIA DIALOGUE

VersAbility Resources uses social media to create a dialogue about the employment and program/service opportunities in the communities it serves and welcomes community comments as part of that dialogue. However, we reserve the right to take appropriate actions against dialogue participants who fail to observe our guidelines respecting the proper use of our social media sites as outlined below.

VersAbility Resources accepts responsibility for the content it posts on its social media sites and will not impersonate, mislead, or purposely obscure the organization's identity when using social media. Social media is about enhancing VersAbility Resources' credibility and reputation. VersAbility Resources also expects participants in dialogue on our social media sites to refrain from impersonating, misleading or purposely obscuring their identities.

By posting any content on VersAbility Resources' social media sites, users grant VersAbility Resources the irrevocable right to reproduce, distribute, publish, display such content and the



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right to create derivative works from your content, edit or modify such content and use such content for any VersAbility Resources purpose.

VersAbility Resources protects its own intellectual property and respects the intellectual property of others. We will not intentionally use copyrighted material without permission or use others' company or business name, logo or other trademark-protected materials in a manner that may mislead or confuse others with regard to the company's brand or business affiliation. VersAbility Resources also expects that participants in dialogue on our social media sites to display the same respect for the intellectual property of VersAbility Resources and others. We will respond to clear and complete notices of alleged copyright or trademark infringement.

VersAbility Resources recognizes the importance of maintaining the confidentiality of an individual's personal data and we will not include, reference or reveal such personal data in dialogue on our social media sites without prior permission from the individuals represented. We expect participants in the dialogue on our social media sites to similarly respect confidentiality and to refrain from including, referring to or revealing individuals' personal data.

VersAbility Resources accepts differences and differing opinions, and we strive to maintain a courteous, polite, and professional dialogue.

VersAbility Resources expects that participants in dialogue on VersAbility Resources' social media sites also will accept differences and differing opinions by responding in a respectful way when they disagree or have a difference of opinion.

VersAbility Resources does not use social media to bully, intimidate or threaten others and we expect participants in dialogues on VersAbility Resources' social media sites to refrain from bullying, intimidation and threatening harm or violence to anyone, including threats or hate speech directed to the organization or any of its team members.

VersAbility Resources does not use social media to defame the reputation of others and we will not tolerate the use of the organization's social media sites by any dialogue participants in order to defame the reputation of VersAbility Resources, any individuals or groups of individuals, or any organization or business entity.

VersAbility Resources does not publish or post profanity or obscene or pornographic communication on its social media sites. We do not tolerate the use of profanity or posting obscene or pornographic images by any participants in the dialogue on VersAbility Resources' social media sites, whether in a user profile or background or in a response, comment, or message posting or response.



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VersAbility Resources intends that social media serve as an effective communication tool for the organization and will refrain from spamming and other abusive uses of the social media technology/capability. We expect that participants in dialogue on VersAbility Resources' social media sites will properly use the technology/capabilities as an effective communications tool and will not engage in spam or other misuse of communications technologies/capabilities.

APPROPRIATE ACTION

VersAbility Resources does not tolerate social media dialogue that does not conform to reasonable standards of civility outlined above. VersAbility Resources therefore will take appropriate steps to ensure that dialogue on the organization's social media sites conform to such behavioral standards. Such steps may include removing comment(s) from timeline or other posts, blocking any user and ending any communication with the blocked user, or involving proper law enforcement authorities, including when the organization feels that an actual violent threat has been made.