



Social Media Policy and Guidelines

CIEE recognizes that social media creates dynamic new opportunities for the organization and staff to interact with the public and other key audiences directly and in real-time. However, social media can be used in ways that could be risky and harmful to employees and the organization.

Ultimately, employees are solely responsible for the social media content that they post on public or quasi-public forums. Where CIEE can be reasonably linked to the said content, it must be professional and appropriate to the work environment. To help our employees navigate this successfully, CIEE has developed this policy and associated guidelines to support our staff and other members of the CIEE community in leveraging social media in personal and professional settings, understanding the restrictions on using social media, and ensuring compliance with copyright laws.

This policy in no way restricts academic freedom and employees' statutory rights. Country-specific laws and regulations will prevail in cases of conflict.

For the purposes of this policy, social media consists of website applications such as Facebook, X (formerly known as Twitter), Instagram, TikTok, LinkedIn, Reddit, YouTube, Snapchat, blogs, or any other sites where one posts or communicates information in a public or quasi-public Internet forum.

1.1 Guidelines for Personal Use of Social Media

The following section of the policy provides employees with guidelines and recommendations for using social media responsibly. CIEE's social media policy and guidelines are not intended to restrict an employee's personal presence on the web, nor are they intended to restrict the employee's freedom of speech or legal entitlements.

1. While we understand that personal social media presence is owned by the employee and is under the employee's control, we ask employees to recognize that they are a representative of the CIEE brand both inside and outside of working hours. Social media activity on private accounts can be easily identifiable as being from a CIEE staff member or volunteer and can have an impact on the perception of the organization.
2. If an employee's role involves communicating on behalf of CIEE on social media in an official capacity, or work across CIEE's official branded social media channels, further guidelines must also be adhered to – as outlined in section 1.2 of this document and other marketing policies.
3. It is important to remember that an employee is always a representative of CIEE when on social media. Even if blog or social media posts do not expressly state a connection to our organization, it is the employee's responsibility to protect the identity of individuals, particularly students, and the confidentiality of the work carried out for the organization. It's paramount that caution is used when discussing work as it could negatively impact CIEE's reputation. If an employee is a content creator in a personal capacity outside of CIEE and is creating industry-specific content that would be meaningful or beneficial to CIEE, the employee should divulge that to their supervisor.

4. Employees should remember that they are broadcasting to the world by posting comments, having online conversations, etc. on social media sites. Comments, even if made in "private conversation" may end up being shared in a more public domain and are often permanent, so the risk of improper usage can have both an immediate and lasting impact on the employee and the Company. Even with the strictest privacy settings, what is posted online should be professional.
5. If CIEE is a subject of the content, the employee must be clear and open about being an employee of CIEE and make it obvious that the views being communicated do not represent the organization, or the opinions of co-workers, customers, vendors, or suppliers. 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 CIEE." Even with such a disclaimer, the staff should remember that inappropriate postings may still reflect poorly on CIEE.
6. Employees must comply with all applicable employment policies including CIEE's harassment, discrimination, and confidentiality policies when using social media.
7. CIEE expects all employees to treat their colleagues with the same professionalism, respect, and consideration online as they would in the work environment. Employees should not reveal any personal and/or confidential information about colleagues online.
8. Social media networks provide a good opportunity for employees, volunteers, and those who work on CIEE's behalf to support the work of CIEE. Often by sharing posts or taking part in social media initiatives, we can positively impact our work and these activities are wholeheartedly encouraged. However, thoughtful consideration should be given as to how CIEE campaigns, work, or activity are portrayed online.
9. Employees should regularly check privacy settings. Technical updates from social networks often require users to re-select privacy preferences. It should not be assumed that selections, once made, remain in place permanently.

10. Employees must not:

- a. **Criticize CIEE or CIEE's work online.**
For further information, the [CIEE Business Ethics and Conduct Policy](#) should be referenced. Any grievances or issues should be reported to line managers or HR.
- b. **Bring CIEE into disrepute.**
For example, by posting comments that exhibit or appear to endorse grossly irresponsible behavior or lawbreaking of any kind or by making defamatory comments about individuals, other organizations, or groups; posting images that are inappropriate or links to inappropriate content; or repeating, retweeting, or reposting defamatory or inappropriate content.
- c. **Discuss or share CIEE information that is sensitive, confidential, or internal in nature.**
For example, the personal details of students, employee performance data, or CIEE emails.
- d. **Use social media to make inappropriate contact** with students, young adults, and other CIEE beneficiaries, or in a manner that could leave the employee open to allegations of inappropriate conduct. For example, behaving in a way that could suggest that the employee is trying to develop a personal relationship with the beneficiary, or giving personal information, including social networking accounts, personal website/blog, online image storage sites, passwords, etc.

- e. **Breach copyright.**
For example, using someone else's image or written content without permission or failing to give acknowledgment where permission has been given to reproduce something.
- f. **Offer opinion/s on behalf of CIEE without prior approval from authorized staff.**
This applies to all personal social media accounts.
- g. **Assume the CIEE logo or name on personal accounts.**
However, employees may share appropriate content or post appropriate content from CIEE business channels, news, products, or events to personal channels to generate awareness and promote CIEE to the employee's social network.
- h. **Use CIEE email addresses for personal social media accounts.**
This is both for security reasons and to avoid the risk of email exposure to phishing or hacking attacks. Please use a personal email address.
- i. **Post photos of students or beneficiaries who have not gone through the process of informed consent.**

1.2 Social Media and the IT Use Policy

1. Employees generally may not use social media websites on Company information systems or during work time unless authorized to do so by their supervisors.
2. Employees may act on behalf of CIEE in the context of social media only with express authorization from their supervisors. CIEE has ultimate discretion over the content posted on its social media accounts and may remove or alter content at any time. This policy also applies to the Company website.
3. Any content sent and received using CIEE systems, Networks, or resources are CIEE's property; therefore, are part of CIEE's records. CIEE reserves the right to monitor all social media without notice.
4. If employees become aware of material online that prompts concerns about student health or safety or that someone in the CIEE community may present a danger to themselves or others, they must contact the 24/7 emergency number: 1-888-268-6245 or local EAPR for localized mental health emergency services.
5. CIEE reserves the right to request that employees remove social media posts determined to violate this or other CIEE policies.
6. If employees feel it necessary to report an incident or inappropriate use of social media, they should speak to their line manager as a first point of contact. In a serious policy breach, employees should approach HR directly.

1.3 Copyright and Fair Use Image Policy

This section applies to employees who are required to use social media as part of their role.

CIEE recognizes the importance of honoring copyright laws and adhering to fair use principles, especially in the context of utilizing stock imagery. This policy outlines our approach to obtaining, using, and distributing stock imagery.

1. CIEE sources stock imagery exclusively from reputable providers like Getty Images and Canva Pro, which grant commercial use licenses. These providers may encompass stock photo platforms, image repositories, or licensed vendors. We employ this stock imagery strictly for the purposes outlined in the license agreement, including its use in marketing materials, website and social media content, presentations, and other promotional materials.
2. If an employee's job responsibility requires developing marketing or sales materials for CIEE's website, social platforms, blogs, or print collateral, digital assets acquired through the following channels must be used:
 - a. Assets uploaded by the Web and Digital team from reputable sources into Asset Bank or Canva.
 - b. Assets created locally by Center staff or students and/or uploaded into Asset Bank and approved for marketing reuse.
 - c. Images or videos obtained through outside contractors.
3. To ensure compliance and avoid potential copyright violations, CIEE staff must use the aforementioned assets and refrain from downloading images from the internet for use on CIEE platforms. Violations of this Copyright and Fair Use Policy regarding stock imagery may lead to legal repercussions for CIEE and may result in significant fines.

Important

Ultimately, employees are solely responsible for what they post online. Before creating online content, the staff members must keep in mind that any conduct that adversely affects their job performance, the performance of co-workers or otherwise adversely affects clients, students, partners, or CIEE's legitimate business interests may result in disciplinary actions.