

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

SOCIAL MEDIA POLICY

Milwaukee/NARI Home Improvement Council, Inc. (the “Organization”) recognizes that its members, which may include officers, directors, agents or subcontractors (“Members”), use blogs, social media, personal websites, social networks, and other kinds of online forums for personal and professional communications, and that such activities can be valuable and useful tools to communicate information, and to promote discussions with customers, colleagues and others. This policy is established to provide guidance to those Members who choose to participate, as social media activities can have a profound effect on the Member participating, other Members and the Organization.

This Social Media Policy applies to:

1. All Members;
2. All blogs, social websites, social networks, social media (e.g., Facebook, YouTube, MySpace, Twitter, Flickr, etc.), personal websites, chat rooms, message boards, virtual worlds or other online forums, whether Organization sponsored or hosted, or external;
3. Information posted on personal or external sites about the Organization, its services, Members or competitors;
4. Images, videos, or other materials created by the Members or others and relating to the Organization, its services, Members or competitors, whether or not the Member creates, participates in creating, or appears in the image, video, or other materials; and
5. All Member social media activities when they relate to the Organization, its services, Members or competitors, regardless of whether they take place entirely on the Member’s personal time.

Specific Guidelines:

It is important to understand and follow these guidelines, as failure to do so can result in disciplinary action, including revocation of Organization membership.

1. Follow All the Organization Policies. Members are personally responsible for being familiar and complying with all Organization policies. Members must not post sensitive personal information of other Members, including photos, video, or other personal information, without first obtaining proper permission.
2. Properly identify yourself. The Member must make it clear that he or she is speaking for himself or herself and not on behalf of the Organization.
3. Copyrights, Trademarks and Intellectual Property. Members must respect the copyrighted materials, including images and videos, logos or trademarks, and the intellectual property of others, and not use the copyrighted materials or other intellectual property without first obtaining the owner’s written permission. The Member must not use the Organization’s trademarks, logos, or brands in any materials posted online, without first obtaining appropriate permission for doing so.
4. Be careful. Members should remember that what they post will be around for a long time, so they need to consider the content of their posting carefully and be circumspect in disclosing personal details.

5. Be respectful. Members should be respectful in all postings related to or referencing the Organization, its employees, competitors, or others with whom the Organization deals. Members must not use obscenities, profanity, or vulgar, defamatory or threatening language when referencing the Organization or others. Members must not use blogs or personal websites to harass, bully, or intimidate other Members or anyone else. Behaviors that constitute harassment and bullying include, but are not limited to, comments that are derogatory with respect to age, ancestry, national origin, race, religion, gender, sexual orientation, marital status, color, disability; sexually suggestive, humiliating, or demeaning; threats to stalk, haze, or physically injure another Member or another.

6. Do no harm to the Organizations' reputation. Members are not to use blogs or personal websites to disparage the Organization or its employees. If the Member's blog, posting, or other online activity could negatively impact the Organization's reputation or brand, the Member must not refer to the Organization, or his or her connection to it.

7. Stay Current. It is important that Members stay current with the guidelines, as the Organization may update or revise the policy and guidelines from time-to-time.

The absence of or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, Members should use their professional judgment.

A Member, which can include an officer, director, agent or subcontractor, found to be in violation of any portion of this Social Media Policy will be subject to immediate disciplinary action pursuant to Article IV of the Organization's bylaws, up to and including revocation of Membership.

Updated November, 2012

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