



SRST Employee Social Media Policy

1.0 PURPOSE

The Standing Rock Sioux Tribe (SRST), in exercising its inherent right to protect its public image, hereby adopts the “SRST Employee Social Media Policy” on this 26th day of July, 2013 which sets forth provisions which govern the use of social media networking sites by employees of the Standing Rock Sioux Tribe.

2.0 DEFINITIONS

The terms “employee(s),” “tribal employee(s),” and “employee(s) of the Standing Rock Sioux Tribe” shall refer to all tribal employees, including politically appointed employees, and all employees operating under contracts with the Tribe. The scope of the term is broad enough to include any employee who is governed by Title XVIII (18) of the Standing Rock Sioux Tribal Code of Justice and/or the Standing Rock Sioux Tribe’s Personnel Policies and Procedures.

The terms “social media networking site” shall refer to any website designed to allow users to publish content – including public and private messages – themselves. The definition of the term includes, but is not limited to Facebook, Hi5, Twitter, Friendster, Imeem, Tagged, Ning, MySpace, LinkedIn, YouTube, Flixster, and Instagram and various other blogging websites.

3.0 SCOPE

The SRST Employee Social Media Policy applies to ALL tribal employees, including politically appointed employees, and all employees operating under contracts with the Tribe, and governs those employees’ usage of social media networking sites in a personal or official capacity.

4.0 POLICY

All employees’ use of social media networking sites in a personal capacity while at work or on any tribally owned computer or mobile device is strictly prohibited. All employees are strictly prohibited from engaging in social media networking sites via their personal mobile device during working hours. Additionally, in accordance with “the Standing Rock Sioux Tribe Contract for Computer Use,” the Standing Rock Sioux Tribe reserves the right to monitor the use of social networking websites to determine employee compliance with this policy.

While the Standing Rock Sioux Tribe respects the right of employees to use social media networking sites at home for personal use and enjoyment, employees must use caution when self-identifying as an employee of the Standing Rock Sioux Tribe on social media networking sites. By identifying oneself as an employee of the Standing Rock Sioux Tribe on a social media networking site, other users of the social networking site may perceive an employee’s comments on a social networking site as being made in an official capacity on behalf of the Standing Rock Sioux Tribe. Thus, anything that is posted on a social media networking site by a tribal employee has the potential to adversely affect the Tribe and its image. **If a tribal employee identifies oneself as an employee of the Standing Rock Sioux Tribe anywhere on a social media networking site and/or discusses or mentions anything related to the tribal employee’s**



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professional relationship with the SRST on a social media networking site, the following guidelines must be followed to ensure that readers (1) will not mistakenly believe that the tribal employee is an official spokesperson for the Standing Rock Sioux Tribe; and/or (2) will not mistakenly believe that the comments made by a tribal employee on a social media networking site are reflective of the Standing Rock Sioux Tribe's official stance on any issue:

- A. Employees must make it clear to readers that any views expressed on a social media networking sites are those of the employee alone and that these views do not necessarily represent the views of the Standing Rock Sioux Tribe. If there is any chance that an employee could be identified as an employee of the Standing Rock Sioux Tribe when expressing personal views regarding work or Tribal-related matters, employees should include the following disclaimer to their social media profile:

“The views expressed on this social media networking site are mine and do not necessarily represent the views of my employer, the Standing Rock Sioux Tribe.”

- B. In accordance with the Standing Rock Sioux Tribe's Records and Files Disposition Manual, employees must not disclose any information that is contained in confidential records or restricted records of the Standing Rock Sioux Tribe on any social media networking site. Additionally, employees must not disclose any other proprietary information of the Standing Rock Sioux Tribe on any social media networking site.
- C. Any communication occurring on a social media networking site must be respectful to the Standing Rock Sioux Tribe, government officials, fellow employees, Tribal affiliates, and Tribal business partners. Employees must continue to follow all applicable laws, regulations, and policies of the Standing Rock Sioux Tribe, including the provisions of the Standing Rock Sioux Tribe's Personnel Policies & Procedures which pertain to harassment, discrimination, and defamation of character.
- D. The Standing Rock Sioux Tribe may request at any time that employees cease any communication concerning the Standing Rock Sioux Tribe on any social media networking site or require employees to block access to such communication if the Standing Rock Sioux Tribe believes that such action is necessary to ensure compliance with federal or tribal laws, policies, or regulations.
- E. Employees should not use the Standing Rock Sioux Tribe's official seal on any personal communication or reproduce any tribal material on a social media networking site without written consent from the Tribal Chairman.
- F. Employees must comply with all copyright laws and reference or cite sources appropriately. Employees shall not engage in plagiarism online or otherwise.
- G. Employees should not use social media networking sites or any other medium that is accessible to members of the general public, for communication with fellow employees concerning sensitive, confidential business or financial matters of the Tribe.



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- H. Nothing in the Standing Rock Sioux Tribe's Social Media Policy should be construed to prohibit employees from truthfully discussing matters involving wages, terms, and conditions of their employment with the Standing Rock Sioux Tribe.
- I. Any violation of this policy may result in disciplinary action in accordance with the Standing Rock Sioux Tribe Personnel Policies & Procedures.