



Resource 4: USE OF SOCIAL MEDIA & ONLINE COMMUNICATION

When using online platforms or engaging in other online activities that relate to the Company's business interests, staff must comply with Company policy. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Company Platforms

1. Unless explicitly authorized in writing, Production staff may not use livestream apps (Periscope, Facebook Live, etc.) while on set/location.
2. Production staff should consult with the public relations representative **before posting any behind-the-scenes images.**
3. Praise publicly, criticize privately. Offer feedback and criticism through one-on-one via a private message, over a call or face-to-face and not through company's public messaging channels (e.g., Slack). On the other hand, share praise publicly and share successes.

Non-Company Platforms

Staff members' online activities conducted on non-Company platforms, but which relate to the Company's business interests, are also subject to Company policies, including the [Policy to Promote Safe, Equitable, and Harassment-Free Workplaces](#). Nothing here should be construed to limit union members from posting content consistent with relevant law.

4. **Be respectful.** Always be courteous to fellow staff members and others who work on behalf of Company. If you decide to post complaints or criticism to social media, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts that harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other characteristic protected by law or Company policy.
5. Staff members should not use their work email address or other work accounts when posting online their personal opinions that are not related to work.
6. Staff members may not use user names for personal social media accounts that refer to the Company or imply they are speaking on behalf of the Company without prior approval from the public relations representative.
7. In online discussions related to the Company, staff members should not imply that they are speaking for the Company (unless they are specifically authorized to speak on behalf of the Company on the particular topic). 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 [Company]."
8. Don't let the use of social media interfere with your professional responsibilities.

Retaliation is prohibited

Company prohibits taking negative action against staff members for reporting a possible deviation from this or any other Company policy or for cooperating in an investigation. Any staff members who retaliates against another staff member for reporting a possible deviation from this or other Company policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Reporting improper conduct

Staff members with information about an online post that violates these or other Company policies are encouraged to report it to <_____>, <_____>, or <_____>.

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