

Social Media Guidelines for North Shore Senior Center Community Users

Revised: April 2018

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center**

I. GENERAL STATEMENTS ABOUT SOCIAL MEDIA GUIDELINES

- A. **By posting on any North Shore Senior Center** (hereinafter referred to as the “Center”) **social media sites, you agree to these terms.** The Center has opened publicly facing pages on social media sites for viewing content and/or videos and posting comments about the Center. These social media sites include, but are not limited to, various blogs, networks, multi-media and news media sites or other user-generated content sites (“social media sites”).
- B. **By accessing, viewing and/or posting any content related directly or indirectly to the Center on any social media site, you accept, without limitation or qualification, the following terms of use.** If you do not agree to the terms of these guidelines, you may not post content to any Center social media site.

II. SOCIAL MEDIA GUIDELINES (“TERMS OF USE”)

- A. If you are an employee or volunteer of the Center, you must adhere to the Social Media Guidelines for *North Shore Senior Center Staff Members and Volunteers*. You should have received a copy of this document prior to your hire or volunteer assignment with the Center. Please familiarize yourself with the aforementioned document as it works in conjunction with these guidelines.
- B. You are prohibited from posting any content that addresses the personal health information of any specific Center client, including client images on any of the Center’s social media sites. You are also prohibited from using our social media sites to provide medical advice or medical commentary or to use our social media sites to make, recommend or increase referrals to physicians, pharmacists, medical specialists, home care providers, assisted-living facilities and other medical, clinical social work or elder care facilities.
- C. As a guest posting content to any of the Center’s social media sites, you agree that you will not violate any local, state, federal and international laws and regulations, including but not limited to:
 - 1. Copyright and intellectual property rights laws regarding any content that you send or receive via these guidelines.
 - 2. Transmit any material (by uploading, posting, e-mail or otherwise) that is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, tortuous, defamatory, obscene, libelous, or is an invasion of another’s privacy, is hateful or racially, ethnically or otherwise objectionable as solely determined by the Center’s discretion.

3. Impersonate any person or entity or falsely state or otherwise misrepresent your affiliation with a person or entity.
 4. Transmit any material that you do not have a right to make available under any law or under contractual or fiduciary relationships.
 5. Transmit any material that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party.
 6. Transmit any unsolicited or unauthorized advertising (including advertising of non-North Shore Senior Center services or products), promotional materials, junk mail, spam, chain letters, pyramid schemes or any other form of solicitation.
 7. Knowingly transmit any material that contains software viruses, worms, disabling code, or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment.
 8. Harass another user of the Center's social media sites.
 9. Collect or store, or attempt to collect or store, personal data about third parties without their knowledge or consent.
- D. The Center reserves the right to monitor, prohibit, restrict, block, suspend, terminate, delete, or discontinue your access to any of our social media sites, at any time, without notice and for any reason and in its sole discretion. You understand and agree that the Center may disclose your communications and activities with the Center in response to lawful requests by governmental authorities, including Patriot Act requests, judicial orders, warrants or subpoenas, or for the protection of the Center's rights. You agree that in the event that the Center exercises any of its rights hereunder for any reason, the Center will have no liability to you.
- E. By posting any content on our social media sites you grant to the Center the irrevocable right to reproduce, distribute, publish, display such content and the right to create derivative works from your content, edit or modify such content, and use such content for any purpose that the Center so chooses.
- F. You shall defend, indemnify, and hold the Center and its corporate affiliates and their respective officers, employees, contractors, agents, successors and assigns harmless from and against, and shall promptly reimburse them for, any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable

attorneys' fees) to which any of them may become subject arising out of, based upon, as a result of, or in any way connected with, your posting of any content to a social media site, any third-party claims of infringement or any breach of these guidelines.

- G. You expressly acknowledge that you assume all responsibility related to the security, privacy, and confidentiality risks inherent in sending any content over the Internet. By their very nature, websites and the Internet cannot be absolutely protected against intentional or malicious intrusion attempts. The Center does not control third-party sites and the Internet over which you may choose to send confidential personal or health information or other content and, therefore, the Center does not warrant any safeguard against any such interceptions or compromises to your information. Furthermore, the Center does not endorse any product, service, views or content displayed on our social media sites.
- H. You agree that any claim or dispute relating to your posting of any content on a social media site operated by the Center shall be construed in accordance with the laws of the State of Illinois without regard to its conflict of provisions, and you agree to be bound and shall be subject to the exclusive jurisdiction of the local, state or federal courts located in Cook County, Illinois.
- I. You may not provide any content to the Center's social media site that contains any product or service endorsements or any content that may be construed as political lobbying, solicitations or contributions or use our social media sites to link to any sites or political candidates or parties or use our social media sites to discuss political campaigns, issues or for taking a position on any legislation or law.