

# Knights of Peter Claver

Established November 7, 1909  
Incorporated July 12, 1911 in Mobile, Alabama

"Onward" is our  
War Cry



"Trust in God"  
our Password

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Office of  
**F. DeKARLOS BLACKMON, Obi.S.B.**  
Supreme Knight and Chief Executive Officer

Friday, January 26, 2013

POLICY LETTER 100.9

## SOCIAL MEDIA POLICY

1. **Purpose.** Common social media profiles (*Facebook, Twitter, Flickr, YouTube, etc.*) are part of a conversation between real people. Because of the religious and Christian nature of our organization, guidelines on what is appropriate interaction in social media within the Knights of Peter Claver, Inc. is hereby established.

### 2. **Definition of Social Media.**

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Knights of Peter Claver, as well as any other form of electronic communication.

### 2. **Social Media Policy.**

At the Knights of Peter Claver, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media as it pertains to the Knights of Peter Claver, Incorporated and its Brand. This policy applies to all members and employees of the Knights of Peter Claver, or its subordinate units.

### 4. **Guidelines**

The same principles and guidelines found in the Knights of Peter Claver policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post

online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your position in the Order or otherwise adversely affects members, contractors, or people who work on behalf of the Knights of Peter Claver may result in disciplinary action up to and including termination.

- **Be respectful.** Always be fair and courteous to fellow members, suppliers or people who work on behalf of the Knights of Peter Claver. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally 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 status protected by law or company policy.
- **Be honest and accurate.** Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Knights of Peter Claver, fellow associates, members, customers, suppliers, people working on behalf of the Knights of Peter Claver or competitors.
- **Post only appropriate and respectful content.** Maintain the confidentiality of the Knights of Peter Claver secrets and private or confidential information. Do not post internal reports, policies, procedures or other internal business-related confidential communications. Respect financial disclosure laws. It is illegal to communicate false or illegitimate information to others. Such online conduct may also violate the Insider Trading Policy. Do not create a link from your blog, website or other social networking site to a Knights of Peter Claver website. *(Such links may also violate the Knights of Peter Claver's communications and information technology policies if they permit unauthorized access to the Knights of Peter Claver computers and systems.)*
- **Express only your personal opinions.** Never represent yourself as a spokesperson for the Knights of Peter Claver. If the Knights of Peter Claver is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of the Knights of Peter Claver, fellow members or people working on behalf of the Knights of Peter Claver. If you do publish a blog or post online related to the work you do or subjects associated with the Knights of Peter Claver, make it clear that you are not speaking on behalf of the Knights of Peter Claver. 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 the Knights of Peter Claver.”

- **Using social media at work.** Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the policies of the Order. Do not use the Knights of Peter Claver email addresses to register on social networks, blogs or other online tools utilized for personal use.
- **Retaliation is prohibited.** The Knights of Peter Claver prohibits taking negative action against any member or employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any member or employee who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.
- **Media contacts.** Employees or members should not speak to the media on behalf of the Order without contacting the Supreme Knight or his designate.

#### 5. Enforcement.

a. Members of the National Council Board, National Court Board, Supreme General Assembly Board, Supreme General Assembly Board, all officers of Subordinate Units, Members, and the staff of the National Office should immediately notify the Executive Director of any violations of this policy. All who violate this policy will be subject to disciplinary action, including removal from office, or termination of employment, up to expulsion from the Order as dictated in the Constitution and bylaws of the Knights of Peter Claver, Incorporated.

6. The point of contact for this information is the Executive Director, 504.821.4225.



**F. DeKARLOS BLACKMON, Obi.S.B., M.B.A.**  
*Supreme Knight and Chief Executive Officer*