

Wesley Woods Senior Living

Social Media Guidelines

This Policy

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Policy

As a diverse community with a variety of perspectives, Wesley Woods is committed to an environment where open expression of ideas is valued, promoted and encouraged. This commitment extends to social media, where the open exchange of ideas leads to progress— as well as tension. Provided that Wesley Woods staff, residents and their family members adhere to respective Wesley Woods codes of conduct and policies, their speech (on social media and otherwise) is protected.

This policy applies to all employees, contractors, interns, and temporary staff of Wesley Woods who use social media—whether on behalf of the company or personally.

Social media includes, but is not limited to:

- Facebook, Instagram, X (Twitter), LinkedIn, TikTok, YouTube, Reddit
- Blogs, forums, discussion boards
- Messaging platforms with public communities (e.g., Discord, Slack public channels)

Respect

Effective, open expression of ideas requires mutual respect. Differences of opinion are inevitable (and welcome), but Wesley Woods social community members are strongly encouraged to keep their side of the conversation respectful by refraining from name calling, profanity or threats.

Accountability

Information shared on Wesley Woods social channels should be accurate and honest to the best of a poster/commenter's personal or direct knowledge. Incorrect information should be corrected immediately or removed.

Responsibility

When posting to a Wesley Woods social media account or a personal account that identifies you as a Wesley Woods employee, remember that anything you post can reflect on the organization. When you are using social media for personal purposes and

might be perceived as an employee/expert at Wesley Woods, make it clear to your audience that your opinions are not those of Wesley Woods.

Moderation

Wesley Woods supports expressing ideas, debate, and community engagement. Wesley Woods encourages residents, followers, and friends on social media to share their thoughts with one another as they relate to the issues presented and to initiate or participate in civil conversations.

General Guidelines

We encourage lively, thoughtful, and civil conversations and we require that participants engage in on-topic dialogue in a respectful manner that appreciates differing opinions. We may choose to block comments on selected pieces of Wesley Woods content.

We do not discriminate against any views in our moderation of comments, but we reserve the right to remove any comment for any reason and will delete comments that:

- include violent, obscene, profane, hateful comments.
- employ offensive or inappropriate language.
- threaten or defame any person or organization.
- include copyrighted material that requires permission to produce and distribute.
- would be considered spam.
- suggest or encourage illegal activity.
- solicit, advertise, or endorse a third-party business or service.
- solicit donations to an unrelated cause or campaign.
- are off-topic posts by a single user; and/or
are repetitive posts copied and pasted by multiple users.

User Generated Content

Wesley Woods does not endorse or take responsibility for content posted by third parties, referred to as user generated content (UGC). This includes text input and uploaded files (video, images, audio, executables, documents). Wesley Woods has established these guidelines for the moderation of UGC on Wesley Woods social media channels:

If a UGC comment is positive or negative and in context to the conversation, then we will permit the content, regardless of whether it's favorable or unfavorable to Wesley Woods. But if the content is offensive, slanderous, denigrating and/or out of context, we will remove the content.

Rules, Policies and Laws

A guiding principle of social media communication is that it must be treated the same as other types of communications in terms of adhering to an organizational code of conduct, privacy, respect for copyright, etc. Even though it is a newer form of communication, most rules still apply.

Adhere to official Wesley Woods policies, including policies related to information security and privacy, especially regarding Wesley Woods healthcare patients whose information must be treated according to our standards of conduct, privacy policies and any HIPPA requirements as applicable.

Maintain the confidentiality of the organization's proprietary and/or protected information. Do not disclose, post, or share proprietary Wesley Woods information, data or communications. This includes, but is not limited to, intellectual property, internal operating plans, vendor communications, financial data, internal presentations, and correspondence.

Adhere to intellectual property rights and laws. Use of third-party copyrighted or trademarked material or use of a person's likeness without permission in digital content may be illegal and may expose Wesley Woods to financial liability and reputational risk. Obtain the necessary clearance for its use of intellectual property rights (e.g., music and photos) and a person's likeness in connection with their communications activities. If an asset requires payment and/or credit for use, adhere to those requirements.

Personal use of social media

Employees are free to use social media on their own time and on their personal devices. When posting to personal social media accounts, bear in mind that you are an employee of Wesley Woods, and anything you post can reflect on the organization. When you are using social media for personal purposes and might be perceived as an employee/expert at Wesley Woods, make it clear to your audience that your opinions are not those of Wesley Woods.

Be mindful, and follow these pointers when using your personal social media accounts: Think before you post. Almost everything on social media is searchable. Be mindful when posting opinions and pictures of yourself – if you do not want everyone to see it, do not post it. If you are upset about something, take a minute to think before posting something you could regret later.

Maintain Wesley Woods Confidentiality

- As a Wesley Woods employee, you must follow Wesley Woods guidelines relating to confidential information.
- Do not use Wesley Woods logo or make endorsements

- Do not use the Wesley Woods logo, dove, or any other trademarked material on your personal social media channels.
- Do not use Wesley Woods's name to endorse products or political candidates.
- Protect your identity
- Do not provide your personal information (phone number, address, etc.) to the public, as this is information scam artists and identity thieves might steal.
- Use a disclaimer
- If you identify yourself as a Wesley Woods employee on your social media accounts, include a disclaimer, such as "Opinions are my own" or "Opinions do not reflect those of Wesley Woods."

Guidelines for Employees Responsible for Wesley Woods Social Media Accounts

Follow Wesley Woods brand guidelines. Only Wesley Woods accounts should use the Wesley Woods logo as an avatar/profile image, although other accounts may incorporate it. When using the logo in graphics and video, please follow official Wesley Woods visual guidelines.

Political Content

Social media accounts representing any Wesley Woods communities must be careful not to share overly partisan political content that could give the impression that the organization or any part thereof is officially supporting a particular political candidate or organization.

The following are prohibited on Wesley Woods-affiliated social accounts:

- campaigning for a particular party or candidate; and/or
- fundraising for a particular party or candidate.
- sharing articles or opinion editorials that espouse an overtly partisan point of view.
- "liking" (from a Wesley Woods-affiliated social account) articles or opinion editorials that espouse an overtly partisan point of view; and/or
- social posts directly attributing overtly partisan comments to a Wesley Woods resident or staff member.

Best Practices

Staying on message

If you've done the work of identifying desired audiences and key goals/messages for your social media account, your content should reflect your goals and audiences. Do not share something "just to share it" – think about how your audience can relate to it and craft your message accordingly. Depending on your department and focus, this

could be a very wide or very narrow playing field. “Fun” posts are great, but they too should fit within the context of your core goals and audiences.

Find the right timing for your content

Timing is both your friend and foe. It can transform a somewhat standard story into a viral phenomenon given the right context. It can also cause a social media disaster if you do not pay attention to the broader conversation. Know what is happening in the world and determine where you can add Wesley Woods into the conversation in a way that is authentic and interesting for your audience.

Engage your audience

One of the most important aspects of social media is establishing a relationship with your audience. Respond to mentions, like or share posts about your organization, residents or staff. Like comments on your posts – this shows your audience that there is a real and relatable person behind the account. Do not simply spit out content but rather engage with your audience.

Know your audience

Success in social media can be measured in many ways – likes, followers, engagement rate, etc. But none of this means anything unless you are truly connecting with your intended audience. Pay close attention to which content is resonating with your audience (more likes, shares) and try to provide content that is useful and engaging to your audiences.

Quality vs. quantity

There’s a fine line between frequently posting and oversaturation. At Wesley Woods, we want to avoid oversaturation of Wesley Woods-related news as much as possible. When covering live/breaking events, it’s fine to post more frequently, if the content is meaningful. Conversely, it is also important to ensure you have enough content to keep your social channel “alive.” Posting once a day is ideal. At a minimum channel should try to have at least one post per week.

Collaborate

Work with your fellow Wesley Woods residents and staff to maximize your social campaigns and strategy. Take it upon yourself to reach out to other departments and include them when planning events or communications campaigns as they may be able to amplify your message if it's appropriate for their audiences. In turn, your help may be needed to amplify appropriate messages on behalf of another community, the corporate office or the Foundation.

Emergency Communication

In the event of an emergency or severe weather at the local community, social media is an excellent tool for reaching multiple audiences quickly. For corporate-wide emergencies, the corporate office will draft communications which can then be shared across all channels. For crisis and/or emergencies ALL communications should be coordinated through the corporate office of marketing and public relations. Safety is of the utmost importance, and we need to maintain clear messaging during a crisis.

Violations of this policy may result in disciplinary action, up to and including termination of employment, depending on the severity of the offense. Legal action may also be taken in cases involving defamation, breach of confidentiality, or intellectual property infringement.

If you have any questions about this policy or a specific posting on the web, please contact Human Resources.