



**THE LEUKEMIA & LYMPHOMA SOCIETY, INC.
SOCIAL MEDIA POLICY**

EFFECTIVE DATE: July 24, 2021

SCOPE: Organizational Policy

POLICY STATEMENT

The Leukemia & Lymphoma Society® (“LLS”) understands that social media platforms may be an important part of how you share your thoughts and opinions with family, friends, and colleagues around the world. However, use of social media platforms also present certain reputational and legal risks to both you and to LLS. To assist you in making responsible decisions with respect to your use of social media, LLS adopts the guidelines below.

This policy applies to all LLS directors, officers, employees, volunteers, and others who act on behalf of LLS and its affiliates, including without limitation, members of the National Board of Directors and the members of the Boards of Trustees for each Region (collectively, “LLS representatives”).

This policy may be revised or amended by LLS in its sole discretion at any time, for any reason, without notice to users.

Nothing contained in this policy is intended to interfere with an employee’s rights under the National Labor Relations Act, including but not limited to an employee’s right to discuss the terms and/or conditions of his or her employment, or other laws protecting lawful job-related activities, nor will this policy interfere with an employee’s right to self-organize, form, join, or assist labor organizations, to bargain collectively through representatives of the employee’s choosing, or to engage in other concerted activities for the purpose of collective bargaining, or to refrain from engaging in such activities.

GUIDELINES:

This policy establishes a set of guidelines for participation on all social media platforms, including any web-based and mobile technology, currently in use or developed in the future, that enables individuals or entities to disseminate or receive information, communicate, or otherwise interact, and includes, without limitation, email, texting, messaging, social networking, blogging, micro-blogging, bulletin/discussion boards, websites (including those

operated by media outlets), forums etc...., through providers such as Facebook, LinkedIn, Instagram, Twitter, YouTube, TikTok, and others.

1. YOUR PERSONAL RESPONSIBILITIES ON SOCIAL MEDIA

You are solely responsible for the content that you create on social media platforms and for your conduct online, unless you have specifically-assigned responsibilities for LLS's social media as part of your position with LLS, as further discussed in section 2 of this policy. Please consider that given your role with LLS, your conduct may reflect on LLS and have an adverse impact on LLS, its employees, volunteers, donors, or other constituents, and as such, it may subject you to disciplinary action, up to and including termination of employment.

When engaging on social media consider the following things:

- a. Does the content of your post contain confidential or proprietary information of LLS? You must comply at all times with LLS's [Confidentiality Policy](#) which prohibits the disclosure of confidential data that is gathered or created by an LLS representative in the scope of his or her duties to LLS. Furthermore, you must comply with LLS's [Insider Trading Policy](#) which prohibits the disclosure of any material non-public information to anyone other than persons within LLS whose positions require them to know such information.
- b. Before sharing a comment, post, picture, video, or other content about or from a friend or colleague, be courteous and obtain their consent to do so.
- c. Strive to be fair and respectful towards others in your online presence and be mindful of diversity, equity and inclusion in your posts. Never participate in hate speech, threaten others, promote violence, or conduct illegal activities of any kind on any social media platforms. Do not post content or engage in online activities that may violate federal, state, or local laws or regulations.
- d. Remember that your conduct on social media must comply with LLS's [Anti-Discrimination and Anti-Harassment](#) policy which prohibits all LLS representatives from engaging in discriminatory or harassing conduct based on another individual's sex, gender, gender identify and expression (including transgender status), pregnancy, sexual orientation, age, race, color, creed, national origin, citizenship, religion, genetic predisposition or information, physical or mental disability, marital status, veteran status, or any other characteristic protected by law. Avoid posting or expressing a viewpoint on another's post (such as by "liking" a Facebook post) that might be offensive to others (i.e., that uses ethnic slurs, makes sexist or discriminatory remarks,

- uses profane, vulgar, or abusive language, or makes any statement that is maliciously false).
- e. Your social media usage should be consistent with LLS’s commitment to fostering an inclusive environment (see LLS’s [Commitment to Diversity, Equity and Inclusion](#)), and with the principles set forth in [LLS’s Code of Ethics & Professional Conduct Policy](#). Please be mindful that social media platforms reach very broad audiences and think about the differently-situated people you may be speaking to, whether volunteers of color, patients from underserved populations, or the increasingly diverse American public. In your posts, please be sensitive to these varied audiences and strive to be open and inclusive, treating all with equal respect.
 - f. Comply with the “Terms of Use” set forth on each social media platform that you engage with. Most social media platforms and/or apps, including Facebook and others, have a section called “Terms of Use” which sets forth rules concerning the use and activity conducted on their sites.
 - g. Respect laws regarding copyrights, trademarks and other third party-rights. To protect yourself and LLS against liability for copyright or trademark infringement, where appropriate, refer to sources of the content that you post, and upload and cite to them accurately. If you have any questions about whether posting specific content would violate the intellectual property rights of any person or company, with regard to any posts that mention or are connected in any way with LLS, contact the Legal Department for guidance in advance of posting.
 - h. Exercise discretion and professional judgment when connecting on social media with volunteers, patients, donors, or other LLS constituents. Online interactions with LLS constituents are subject to the same guidelines set forth herein.
 - i. While LLS encourages the appropriate use of professional networking platforms such as LinkedIn, Twitter, or other dedicated career or thought leadership based groups, managers are discouraged from initiating “friend” or “follow” requests with those reporting to them on personal social media platforms (such as Facebook, Instagram, etc...). Employees should never feel obligated to accept friend or follow requests from managers, colleagues, volunteers, or other LLS constituents on personal social media platforms. Volunteers should never feel obligated to accept friend or follow requests from LLS employees, other volunteers, patients or other LLS constituents on personal social platforms.

2. INTERACTING WITH LLS ON SOCIAL MEDIA

While LLS encourages all employees and volunteers to be an ambassador for LLS and to advocate for LLS’s brand and mission, you are not an authorized spokesperson for LLS unless

you have been expressly designated as such by LLS's Director of Digital Content & Media or a member of the Executive Leadership Team. LLS carefully guards its public profile and relationships with media outlets. In order to ensure that LLS speaks with one voice and provides accurate information on behalf of the organization, you are not authorized to respond to media inquiries or to otherwise represent yourself as speaking on behalf of LLS.

Please keep the following things in mind:

- a. You are encouraged to follow LLS on LLS's national social media channels, including [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), [TikTok](#), and [YouTube](#). You are welcome to re-share content from these official channels on your personal social media accounts. You may only share LLS content that has been made publicly available on these official LLS social media channels or on LLS.org. Employees can find an updated list of approved LLS social media channels on The DROP. For volunteers that do not have access to The DROP, log in to [Volunteers in Action](#) or request a copy of this list from your manager or volunteer manager.
- b. Never represent yourself as a spokesperson for LLS.
 - o Write from your own point of view or perspective and be transparent about your identity and connection to LLS (i.e., whether you are an LLS employee or volunteer etc....) For example, include your LLS role in your profile or reflect it in your comments, e.g., "As a long-time LLS volunteer...", or "#LLS employee." When appropriate, make it clear that your views are personal and do not represent the view of LLS or any of its constituents. You may do this by including a disclaimer such as "The postings on this site are my own and do not reflect the views of LLS." Do not create a link from your blog, website, or other social networking site to an LLS website without identifying your connection with LLS.
 - o Do not share partisan opinions when commenting on LLS social media posts (i.e. opinions endorsing or opposing candidates for elected office, sitting elected officials, and/or their political parties). As a 501(c)(3) organization, LLS is strictly prohibited from engaging in partisan political activity. If your political activities are attributed to LLS, they could be cause for loss of LLS's tax exemption.
 - o If you see a negative comment in response to LLS digital content or an LLS social media post, please do not engage or otherwise try to defend LLS. LLS has a social media agency of record that will work with LLS to address and respond to such comments. You are encouraged to call it to the attention of LLS's Director of Digital Content & Media @ Ted.Wirth@lls.org.

- c. Be accurate and professional in your communications about LLS. If you make a mistake, please correct it quickly.
- d. Never share information which could be used to identify a patient, volunteer, or other constituent unless given prior written consent (including, but not limited to, images, content, personal information, etc.).
- e. Do not use your own personal online relationships or LLS's network to improperly influence polls, rankings, web traffic, or online reviews. An example of inappropriate usage is to attempt to influence the measurement of the popularity of a particular political opinion.
- f. Never create a social media account or profile that impersonates LLS's trademark or brand or that uses any LLS trademark, including the LLS name, in the handle without express permission.
 - o Do not use your LLS employee or LLS volunteer email address for the purposes of creating a social media account, unless that profile is being used for the purposes of supporting an LLS initiative and you have received advance written approval from LLS's Director of Digital Content & Media @ Ted.Wirth@lls.org.
 - o If you would like to create an official LLS social media account or profile for the purposes of supporting an LLS initiative, please contact LLS's Director of Digital Content & Media @ Ted.Wirth@lls.org.
- g. Before posting a comment or responding to a comment on an LLS social media channel, think about its possible ramifications. If you are unsure about how a post may be interpreted or received or are unclear about the original intention of a post's language or context, contact your manager, Human Resources, or the Legal Department for guidance.
- h. Do not provide medical advice or commentary on social media platforms. Individuals seeking medical advice should be directed to speak with their physician or medical care team, or encouraged to call LLS's Information Resource Center at (800) 955-4572 for free, professional one-on-one support.
- i. As stated above, you are encouraged to follow and engage with LLS's official national social media channels, and this includes those channels devoted to advancing LLS's public policy efforts. Do not otherwise post, comment, share or "like" content that expresses or implies an organizational point of view on matters of public policy without obtaining advance written approval from LLS's Director of Digital Content & Media or a member of the Executive Leadership Team.

3. GENERAL GUIDELINES

- a. When engaging on social media LLS representatives are required to adhere to all LLS policies and procedures including those set forth in the LLS Employee Handbook, the LLS Volunteer Handbook, and LLS's Code of Ethics & Professional Conduct.
- b. As set forth in LLS's [Information Technology Systems Usage Policy](#), in the ordinary course of business, LLS monitors its inbound and outbound data, including email and internet usage and regularly provides internet usage reports to LLS management. As such, when using LLS systems, LLS representatives should have no expectation of privacy with regard to any message, file, data, document, social media post, conversation, message, or other aspect of r use, including websites visited and other internet/intranet activity. Remember that the internet archives almost everything and even deleted postings can be found and searched.
- c. LLS respects the right of all LLS representatives to engage in personal social media activities outside of LLS business hours. LLS representatives must avoid excessive personal use of social media during LLS business hours, or while using LLS equipment or property, unless expressly authorized by LLS.

Social media is a great way to build community and share your passion for your work and for your commitment to the mission of LLS. While these rules need to be followed, we encourage and appreciate your appropriate use of social media to disseminate LLS's official messages and information and to help us reach out to those who may not have heard about our work. Thank you for being an ambassador for LLS.

CONTACT: In the event of any questions or concerns regarding this Social Media Policy, contact LLS's Director of Digital Content & Media.

FREQUENCY OF REVIEW: Annually.