

# CENTRAL CONNECTICUT COAST YMCA

**TO: All CCC YMCA Employees, Volunteers and Applicants**  
**FROM: Suzanne J. Friedbacher, Director of Human Resources**  
**DATE: May 2006**  
**RE: CODE OF CONDUCT, PERSONAL WEB SITES AND WEB LOGS**

Families entrust their children to the YMCA's care for child care, camp and other youth programs. Our promise to these families is that we will provide a safe environment in which all participants are treated in a caring, honest, respectful and responsible way. Our mission commands us to "build a healthy spirit, mind and body for all."

What this means is that every employee of the CCC YMCA must project and further this mission and deliver on our promises at all times, in all dealings with the community we serve, both inside and outside of our workplace, *both on and off duty*. Young eyes are watching and young ears are listening. Avoid any inappropriate speech or behavior in the presence of our community members at all times. Kids and parents you meet at the mall, the supermarket, a coffee shop or on the street, for example, should not have reason to be offended or embarrassed by your speech, appearance or conduct.

Our **Code of Conduct** details more of our expectations and your responsibilities; however the advent of Personal Web Sites and Web Logs (EX: myspace.com or facebook.com) as well as other uses of technology have increased our exposure and risk to our reputation. For this reason, we are advising you about the application of our **Code of Conduct** to these virtual public forums.

Your telephone answering message, your website, your e-mail address and text messages are probably accessible to the public or shared by you with our kids or the community at large. Therefore, they must be consistent with the YMCA's mission and with the position of authority you need to maintain with our young charges.

*If you choose to post a personal web site or participate in web groups or blogs, please note the following policies:*

- The use of photos, logos or images of the YMCA or its programs is prohibited. If you use our organization's name (including names of camps or other programs) in **any** communication, you should be especially careful to support and certainly not to harm or ridicule our image or mission.
- Uphold the CCC YMCA's value of respect for the individual and avoid making defamatory statements about YMCA employees, members/participants, clients, partners, affiliates and others, including competitors.
- Make it clear to the readers that the views expressed are yours alone and that they do not necessarily reflect the views of the YMCA
- Do not disclose any information that is confidential or proprietary to the CCC YMCA or to any third party that has disclosed information to the company. Consult the YMCA's confidentiality/ethical standards policy for guidance about what constitutes confidential information.
- Staff should promote the core values of caring, honesty, respect and responsibility in their speech and behavior at the YMCA, with the community and in any public forum.

**You need to use good judgment and discretion when designing your sites or responding on blogs.** If you want something to be private, do not expose it to public access. If you or your words are in public, make sure they are not interfering with your role at the CCC YMCA.

The YMCA will be communicating with parents and participants about our **Code of Conduct** as well as educating members about the potential threats posed by these social networking sites. We will also be monitoring various sites and responding to complaints made by parents, kids, prospects, etc. As with any breach of YMCA policies, consequences for substantiated violations will be imposed. Please sign and date as indication of your receipt of this memo.

Print Name \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date