



## J. Paul Getty Trust Social Media Policy

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This policy sets forth basic standards for the professional and personal use of social media by staff, interns, docents, and volunteers of the J. Paul Getty Trust, ensuring that social media activity complies with Getty policies and protects the Getty organization, the Getty name, and individuals.

If you have questions about this Policy, please check with Getty Communications.

### Standards for Getty Social Media Activities

Staff, interns, docents, and volunteers who professionally manage or contribute to Getty-branded social media accounts should observe the following standards and procedures:

#### **Posting to Social Media**

Social media is a designated job function and professional specialty. Only staff tasked with representing the Getty on social media—designated social media managers—should post directly to Getty social media accounts or have the logins to do so.

#### **Brand Standards**

Adhere to all Getty brand standards, including for logo use, typefaces and colors, and brand personality, values, and voice. (Materials forthcoming in fall 2019.)

#### **Creating New Accounts**

The creation of new Getty-branded social or digital media accounts (such as YouTube channels) requires the pre-approval of the Vice President of Communications. See the [Procedures for Starting New Social and Digital Media Accounts](#) for details.

#### **Promoting Personal Accounts**

Getty social media accounts may interact with and share from Getty staff, intern, docent, or volunteer accounts—and may mention them where appropriate and relevant to Getty strategic activities—but should not promote or disproportionately favor these accounts. Getty social media managers should check with the staff, intern, docent, or volunteer in question before mentioning them or sharing their post.

#### **Interactions with the Audience**

Bring the same courtesy and positive attitude to interactions with people in social media as they would to any in-person interaction, whether with other employees, visitors, donors, or members of the public. Social media managers are expected to reply to audience questions and comments in a timely, friendly, and accurate manner.

#### **Press Inquiries**

If a Getty account is contacted by a member of the press regarding a posting or comment, please consult Communications (Media Relations) for guidance before replying.

## **Crises and Emergencies**

During a Getty emergency (such as a wildfire) or a crisis outside the Getty (such as a natural disaster), pause all social media activity, including all scheduled posts, and contact Communications leadership (Vice President and Assistant Directors) for next steps. Communications will coordinate Getty social media messaging related to emergencies, obtaining executive approval as needed, and will give the all-clear for resumption of routine activity once the crisis has passed.

## **Intellectual Property**

Understand and follow all laws and Getty policies surrounding intellectual property, including copyright, trademark, privacy, and publicity; and observe restrictions surrounding the posting of artwork imagery. For behind-the-scenes images or video taking place at the Museum, follow the [Policy for Behind-the-Scenes Filming and Photography at the Museum](#) (PDF).

## **Photos and Video of People**

Get a signed release (or check that one is on file) before posting a photo, video, or audio of visitors to Getty sites or events, or of Getty staff, interns, scholars, docents, or volunteers. A point person in the department that created the media should keep these releases on file. See [Guidelines for Digital Media Permissions](#) for details.

## **Disruptive Social Media Users**

For guidance on handling social media users who repeatedly post inappropriate comments and/or spam in response to Getty content, social media managers should consult Getty Communications and Getty Legal. See [Guidelines on Handling Disruptive Social Media Users](#) for details.

## **Political and Advocacy Issues**

Avoid all political and lobbying activity, such as commenting on political campaigns or proposed legislation. Do not take political positions or weigh in on political issues, even if they don't involve legislation or political campaigns or rise to the legal definition of lobbying. See the [Guide to Handling Political Issues in Getty Communications](#) (PDF) for details.

## **Copyright to Content Created for Social Media**

Note that copyright to all text, photos, videos, etc., created as part of Getty social media is held by the Trust.

## Personal Use of Social Media

When Getty staff, interns, docents, and volunteers participate in personal social media activities, they are subject to the following two conditions related to the Getty.

1. The Getty, a private operating foundation, is subject to certain restrictions on political and commercial speech including opinions about legislative issues. As a result, you may neither state nor imply that you are speaking on behalf of the Getty in your personal social media communications, or it is preferred that you state explicitly that the opinions expressed are your own and not the Getty's.

On their personal social media accounts, Getty staff, interns, docents, and volunteers may be perceived as speaking for the Getty, despite disclaimers. They should therefore be particularly mindful to avoid creating the perception that their personal comments represent the Getty, and to avoid interactions with members of the news media.

Staff, interns, docents, and volunteers are welcome to comment on content posted by Getty social media channels, and to share them with their own followers.

2. The social media activities of Getty staff, interns, docents, and volunteers, even in a personal capacity, may reflect on the Getty. Be mindful of the Getty's policies set forth in the [Staff Handbook](#) and the [Acceptable Use Policy for Digital Resources](#). In particular, personal social media activity should comply with all policy provisions regarding the confidentiality of Getty information and the proper work-related use of Getty equipment.

Nothing in this policy is intended to limit or prohibit activities permitted under the National Labor Relations Act and the California Labor Code Sections 232 and 232.5.<sup>1</sup>

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The National Labor Relations Act can be found at <https://www.nlr.gov/national-labor-relations-act>. The NLRA governs how and when employees can engage in concerted activities relating to their employment, including when online activities are permitted. California Labor Code Sections 232 and 232.5 govern employees' rights to disclose their wages and discuss working conditions. For the full text of the statute, see: <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=lab&group=00001-01000&file=200-243>