

## Seneca Park Zoo/Seneca Park Zoo Society Policy on Social Networking & Online Behavior

The Zoo understands that volunteers use Web sites such as Facebook, MySpace, Twitter and Web blogs to communicate information. The Zoo respects the rights of our volunteers to use these sites on their own time for self-expression as long as they do not jeopardize or harm the reputation or business of the Zoo.

### **The Zoo requires that the following information not be shared or posted:**

- Discussion that relates to Zoo business, including confidential or proprietary information about the Zoo or any third party that has disclosed information to us. This includes, but not limited to, information on animal health and behaviors, sponsorships and donations, visitor interactions and scientific research.
- Company trademarks or reproduced materials. A trademark protects words (such as 'The Natural Place for Families'); symbols (such as Zoo logos, printed materials and on-site signage); or sounds (Zoo musical imaging) that distinguish the business.
- Critical discussion about managers, supervisors, trustees, volunteers or other employees. If you have a grievance please see the Volunteer Coordinator or the Public Relations & Marketing Director to properly handle the issue.
- Photographs taken in non-public Zoo areas.

### **If you chose to use a social networking sites it is imperative that you:**

- Only access your personal e-mail, post information or check your personal social networking sites on your own time. At no time may company equipment be used to do these things.
- Do not depict the Zoo in a way that may damage the Zoo's reputation or business.
- Make it clear that the views you express are yours and are not necessarily the views of the Zoo.
- If a member of the media contacts you about Zoo-related information contact the Public Relations & Marketing Director.

This policy includes all internet communications. That includes all communication via Web sites, e-mail, chat rooms, Social Networking sites, podcasting, blogs or any other kind of communication distributed digitally or electronically. Zoo Management reserves the right to request that a volunteer suspend their Web site or blog activity if they believe the volunteer's communications are inappropriate or in violation to this policy. The above guidelines must be adhered to. Failure to do so could result in discipline action, up to and including, dismissal.

I have reviewed this on \_\_\_\_\_ and agree to abide by this policy.

\_\_\_\_\_  
Volunteer Signature

*Benchmarked against policies in place at John G. Shedd Aquarium, Santa Barbara Zoo, Hogle Zoo, Adventure Aquarium, Pittsburgh Zoo, Lake Superior Zoo and Kansas City Zoo.*

**To: All Zoo Society Volunteers 2012**  
**From: Sharon Peterson, Associate Director**  
**Re: Dress Code**

*Volunteers are expected to maintain the highest standards of personal cleanliness and present a neat, professional appearance at all times. The public's satisfaction represents the most important and challenging aspect of our business. Whether or not your job responsibilities place you in direct public contact, you represent the Seneca Park Zoo Society with your appearance as well as your actions. A properly attired volunteer helps to create a favorable image for the Seneca Park Zoo Society.*

**General Guidelines:** **Hair:** Should be tidy, well kept and of a natural color.  
**Attire:** Should always be clean and pressed before your shift. Clothing with tears or holes is not allowed.  
**Piercings:** Multiple facial and ear piercings are discouraged. When working, removal of these piercings is recommended, however, small, conservative studs can be worn if necessary.  
**Pants:** "Business Cut," size appropriate pants are required. Low riders are not allowed.  
**Nametags:** Nametags will be provided and should be worn at all times while on Zoo grounds.  
**Shoes:** No flip flops can be worn in any area. (*Specific dept. guidelines below*)

**Education:** **Docents:** Forest green Docent shirt or sweatshirt. Provisional Docents wear a white shirt until the end of their probation period. Docent name tag must be clearly visible. Khaki slacks, skirt or walking shorts. Closed-toe shoes are required. Authorized pins are as follows: SZS pin, Service pins, AZAD pins. For more details refer to Docent Standards and Guidelines.

**ZooTeens:** Red Zoo Teen uniform shirt with nametag visible. Khaki pants or shorts no shorter than 4" from the knee. Closed-toe shoes.

**Volunteers:** Our dress code for volunteers is casual. However, the following is not permitted: Clothing with offensive language or displays of alcohol/tobacco; tops that expose your midriff or are sleeveless; sweat pants and open-toed shoes. **Jeans are not permitted at Zoobilation.**

*Penalty for non-compliance: Volunteers found not to be in compliance with this dress code will be sent home to change and their time/pay will be adjusted appropriately. If this behavior happens a second time the volunteer could be discharged.*

Please sign below to verify that you have read and understand your responsibilities in following the dress code.

*Thank you!*

**Volunteer Name:** \_\_\_\_\_

**Volunteer Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Mgr Initial:** \_\_\_\_\_