

LONGWOOD  
GARDENS

*Volunteer Program  
Information Manual*

*Updated as of January 3, 2017*



# Volunteer Program Information Manual

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## **SUMMARY OF KEY INFORMATION FOR VOLUNTEERS**

Volunteers should be dependable and arrive on time to their scheduled position.

Volunteers are responsible for the accurate and timely submission of hours worked excluding travel time to/from Longwood.

Volunteers must familiarize themselves with Longwood Gardens' health and safety policies and procedures. In cases of emergency:

- Contact the nearest staff member
- Notify Security at extension 5222 or radio channel 1.
- Call 911 in serious emergencies. If you call 911, follow up by calling security to ensure a coordinated emergency response.

The Longwood Gardens telephone number is 610-388-1000. Important contact extensions for information are:

- Visitor Center Information Desk at 5206
- Security (non-emergency) at 5310
- Volunteer Services Manager at 5329

Volunteers should wear their name badges while performing their duties.

Volunteers are highly encouraged to participate in training and educational programs offered throughout the year.

Volunteers should monitor the Longwood Gardens' website, [www.longwoodgardens.org](http://www.longwoodgardens.org), to keep apprised of upcoming events.

Volunteers are encouraged to interact with staff, fellow volunteers, and the Volunteer Services Manager to create new opportunities.



**Pierre S. du Pont  
(1870-1954)**

## **LONGWOOD GARDENS MISSION STATEMENT**

Longwood Gardens is the living legacy of Pierre S. du Pont, inspiring people through excellence in garden design, horticulture, education and the arts.

### **VISION**

Longwood Gardens is one of the great gardens of the world.

We strive for innovation in horticulture and display.

We present the arts in an unparalleled setting to bring pleasure and inspire the imagination of our guests.

We contribute to society through excellent and diverse education programs, horticultural research, environmental stewardship, and cultural and community engagement.

# **LONGWOOD GARDENS CORE VALUES**

## **Excellence**

We continue Pierre S. du Pont's passion for excellence through innovation, creativity, experimentation, and professional development.

## **Professional Leadership**

The advancement of public horticulture is central to our role as a global leader in our field. We actively share intellectual capital, provide mentorship and embrace collaboration.

## **Fiscal Alignment**

Our sound governance and financial practices support our mission and vision while ensuring that Longwood thrives in perpetuity.

## **Stewardship**

We are committed to conservation and sustainable practices.

## **Community Engagement**

We strive to ensure that we are relevant, accessible and welcoming to everyone.

# **INSTITUTIONAL GOALS: FY 2010-2015**

Evolve the organizational and financial structures to:

- Ensure that Longwood Gardens achieves its mission.
- Achieve an extraordinary guest experience.
- Develop a curatorial voice and program plan to create a cohesive experience.
- Help establish innovative environmental stewardship practices for public gardens.
- Expand learning opportunities and share intellectual capital with the world.

## Longwood Departments

- **Director's Office**
  - Longwood Gardens Board of Trustees
  - Longwood Gardens Trustee Advisory Committee
  - Longwood Gardens Visiting Committee
  - Longwood Fellowship Program
- **Education**
  - Continuing Education
  - Undergraduate Student Programs
  - Library and Archives
  - School & Youth (K-12) Programs
  - Photography
  - Plant Records
- **Guest Services**
  - Ticketing
  - Security and Visitor Services
  - Performing Arts
  - Visitor Education
  - Custodial
- **Administration**
  - Accounting
  - Human Resources & Risk Management
  - Volunteer Program
- **Horticulture**
  - Display
  - Grounds
  - Plant Health Care
  - Research & Production
- **Facilities**
  - Carpentry/Finishes
  - Information Technology
  - Operations
  - Power
  - Maintenance Planning
- **Marketing & Public Relations**
  - Group Sales
  - Public Relations
  - Graphic Design
  - Membership

# **THE VOLUNTEER EXPERIENCE**

## **ORIENTATION AND TRAINING**

### **General Orientation**

Volunteers are required to attend a mandatory new volunteer orientation session within 60 days of joining the program. The session includes an overview of Longwood's operations, history, mission, and organizational culture. Each session lasts approximately 2.5 hours and is scheduled monthly (or bi-monthly).

### **Guest Services Training**

Volunteers are required to attend a one-hour guest services orientation. This training is held in the Visitor Center Auditorium and is offered on a regular basis; the Volunteer Services Manager will post the schedule of sessions. Volunteers need not sign up in advance, but should sign in upon arrival. Both the New Volunteer Orientation and Guest Services Training count as volunteer training hours for participants.

### **History of Longwood**

Volunteers in guest engagement roles are required to attend the History of Longwood presentation. This training is held in the Visitor Center Auditorium and is offered on a regular basis. Volunteers need not sign up in advance, but should sign in upon arrival. All new volunteers are welcome and training hours are provided for attendees.

### **Specialized Training**

As a volunteer, your supervisor or team will provide specialized training which will give you the skills and knowledge you will need to perform your assignment safely and effectively. This training includes an explanation of safety policies, procedures, and equipment you will be required to follow or use for each specific position.

## **PERFORMANCE**

Your individual work performance is important to the success of the organization. Individuals who accept a volunteer position at Longwood assume the responsibilities that go along with the position.

The Longwood staff supervisor, team sponsor, or team will be your primary support while you are assigned to a particular area. Longwood encourages the supervisor/sponsor/team and you to discuss suggestions, problems, solutions, and other factors concerning your work together.

In instances where the supervisor/sponsor/team and you need assistance addressing particular concerns, any of the parties should at all times feel comfortable contacting the Volunteer Services Manager directly. Longwood's goal is to provide you and the supervisor/sponsor/team with the support which will enable you to complete the work in which you are involved. Anyone can initiate a discussion to redefine or further develop a volunteer position description or a volunteer activity.

When appropriate, the Volunteer Services Manager may initiate actions following a discussion with the volunteer and/or the supervisor. These actions may include:

- Clarification of a volunteer position description and responsibilities
- Additional training for the volunteer and/or supervisor
- Reassignment of the volunteer to a new position
- Termination of a volunteer from service to Longwood

## **GUEST INTERACTION**

As a volunteer, like all other staff, you are Longwood's goodwill ambassadors each and every time you interact with a guest visiting Longwood. Your pleasant, polite attitude and conduct are essential in maintaining Longwood's practice of viewing any visitor as a "special guest" of Longwood Gardens. Additionally, internally at Longwood, we are all each other's guests, and the same culture of courtesy and respect is expected.

## **ETHICS**

The integrity of Longwood Gardens is reflected by the actions of its volunteers. All volunteers are expected to act in the best interest of Longwood. In order to maintain high ethical standards, every action of every volunteer must be honest and fair.

## **SAFETY**

Longwood's safety philosophy is: All Accidents Are Preventable. As a volunteer, you, like Longwood staff, are expected to:

- Comply fully with Longwood's safety and health policies
- Avoid accidents of all kinds by promoting safe working conditions
- Take all reasonable care while performing your duties
- Use proper safety and personal protective equipment to perform assigned work
- Attend work area safety meetings when possible
- Immediately report to your Supervisor and Security all incidents or injuries



- Direct any health and safety suggestions or concerns to your Supervisor or the Volunteer Services Manager

### **Emergencies**

In case of emergency, you should follow the red **Emergency Operations Guide** posted in each work area. When confronted with any situation appearing to be an emergency, you should immediately contact Security by telephone at extension 5222. If using a cell phone, this number would be 610-388-5222. You should notify any staff in proximity, utilizing their radio to call Security.

### **Personal Protective Equipment**

Longwood Gardens will provide personal protective equipment at no cost to you when your responsibility requires it. Such equipment could include hard hats, respirators, hearing protection, gloves, Tyvek suits, and non-prescription safety glasses. Other safety equipment required by law will be provided as needed. All equipment remains the property of Longwood and should remain at the Gardens at all times. Equipment will be issued as needed and must be returned to the supervisor at the end of the workday. Check with the supervisor/team leader about safety equipment needed prior to starting any assigned task.

### **Safety Eyeglasses**

Longwood requires everyone to wear safety eyeglasses with side shields attached in designated areas when performing certain tasks. Your supervisor will issue safety glasses if required for the activity. If you wear prescription glasses, you can be issued safety glasses or goggles to fit over your glasses.

### **Safety Shoes**

Longwood requires volunteers to purchase and wear safety shoes in certain areas and for certain jobs. (I.E. gardening assistants) Longwood can provide guidance on purchasing safety shoes which comply with standards set by Longwood's Safety & Health Committee. Suggestions on where to obtain safety shoes are available in the Volunteer Office.

## **VOLUNTEER SAFETY and MEDICAL COVERAGE**

If you are injured or become ill, whether seriously or not, while volunteering, you must report such illness/injury immediately to your staff supervisor. Your supervisor will then complete an incident report.

Longwood provides volunteers with Excess Accident Insurance to cover medical costs if you are accidentally injured while performing your duties at the Garden. The coverage is secondary or excess. It is designed to pay for out of pockets costs after your own health insurance has

paid. Here is a brief description of the coverage: Accidental Medical Insurance: \$250,000. Coverage for care, including: Doctor visits, lab tests, radiology procedures, physical and occupational therapy, prescription drugs, hospital care and rehabilitation expense. Benefits are provided for a period 52 weeks after the accident.

## **RECORDS OF VOLUNTEER HOURS**

In order for Longwood Gardens to maintain its tax exempt not-for-profit organizational status, hours provided by volunteers must be recorded and submitted upon request to the Commonwealth of Pennsylvania. The record of volunteer hours is a measureable demonstration of the involvement of the community in Longwood's organizational activities.

The Volunteer Services Manager maintains a record of all volunteers' names, contact information, emergency contacts, start dates, hours of services, and volunteer experience at Longwood. You should be diligent in providing an accurate and timely submission of any relevant changes of your contact information to the Volunteer Services Manager.

While you are volunteering, Longwood requests that you keep a record of your volunteer hours. After each volunteer experience, you should record the date and number of hours. This can be done on a Volunteer Hours Record Sheet available from the Volunteer Services Manager or on a sheet provided by the work supervisor, team coordinator, or located at a particular work site. The hours recorded may include hours of work performed at home or on travel on Longwood business. Travel time to and from Longwood for work performed at Longwood is not included as work hours. In some cases, your staff supervisor will review and sign the Volunteer Hours Record Sheet and forward it to the Volunteer Services Manager. Volunteers in the Volunteer Services Manager's office enter the hours into the master spreadsheet. You may also e-mail your volunteer hours directly to the Volunteer Services Office at [VolunteerServices@longwoodgardens.org](mailto:VolunteerServices@longwoodgardens.org). Please copy your volunteer supervisor on such hourly report emails. Hours should be reported monthly or quarterly. If you wish to know your current tally of volunteer hours, requests may be sent to [VolunteerServices@longwoodgardens.org](mailto:VolunteerServices@longwoodgardens.org). Staff in the Volunteer Office will respond to your request promptly.

Each volunteer must work a minimum of 50 hours each year to be considered an active volunteer. The volunteer program operates on the calendar year. Some assignments require additional service hours. Volunteers who do not fulfill their service commitment will not maintain membership in the volunteer program. During their first year of service, new volunteers are expected to volunteer at least four hours per month.

## **LEARNING OPPORTUNITIES**

Being a volunteer at Longwood Gardens offers many opportunities for you and Longwood staff. You will learn by your continuing experience with Longwood displays, programs, and activities. In turn, volunteers often add new skills and experience to the organization. Longwood staff will interact with you, and both parties benefit professionally and personally by learning and sharing skills, ideas, and unique backgrounds.

As an active volunteer, you may enjoy access to Longwood's extensive horticultural reference library, including borrowing privileges under your own name. To take advantage of this opportunity, you should visit the library, and meet with one of the library staff, who will set up your individual account in the system. You will then be able to borrow books and other media. The Library contains over 24,000 books and 300 circulated periodicals relating to the field of horticulture and gardening. Library hours are 8 am - 5 pm, Monday through Friday.

As an active volunteer, you and your spouse or partner, are also eligible for reduced fees for Longwood's Continuing Education courses. You may enroll on a space-available basis at a discount of the published, non-member price. If you are interested in enrolling in a continuing education course, fill out and send in a completed registration form from the Continuing Education Catalog to the Continuing Education Registrar. Indicate on the form that you are an active volunteer, and the Registrar will verify your current active status, and then apply the discount to the course fee. Note that the course may fill with students paying the full fee and discounted enrollees will not be accepted. Please see the handout ESV Rate, which is updated yearly or call the Continuing Education Department at 610-388-5454 for information and registration.

## **GARDENS ADMISSION**

As an active volunteer, you will receive free admission to Longwood Gardens during your tenure of service. You should arrive through the Visitor Center entrance and present your Volunteer Identification Card when you are visiting Longwood for pleasure and not volunteering.

As an active volunteer, you will receive ten (10) complimentary admission tickets to Longwood Gardens each year. These tickets may be used to bring guests on visits to Longwood. The Volunteer Services Manager mails the complimentary admission tickets to active volunteers in the first quarter of the year following the service contribution.

## **DISCOUNTS ON ADMISSION TICKETS AND MEMBERSHIPS**

Volunteers may purchase up to six adult admissions per visit at a 10% discount.

Volunteers receive \$15 off the cost of membership. You may buy a membership for friends or family members at the discounted rate. To achieve the discount, please present your volunteer ID card at Central Ticketing in the Visitor Center. This discount is not offered via mail, phone or online.

Wheelchair and scooter rentals are free to volunteers, on a first-come, first-served basis. This benefit applies to the volunteer, but does not extend to his/her guests.

## **TERRACE RESTAURANT**

As an active volunteer, you will receive the following discounts at the Terrace Restaurant when purchasing food and drink, exclusive of alcohol:

- Café – 50% discount during all hours of operation
- 1906 (Full Service Restaurant) – 10% discount during all hours of operation

## **ADDITIONAL DISCOUNTS AND OPPORTUNITIES**

From time to time, volunteers are offered the opportunity to participate in Behind-the-Scenes tours and selected events. Volunteers may also enjoy free Walks and Talks and the free performances that are offered in the Gardens year-round. These are opportunities for enrichment and do not count as volunteer service hours.

## **LONGWOOD UNIFORM SHOP**

As an active volunteer, you may purchase Longwood logo apparel at the Longwood Uniform Shop located in B-2, the lower level of the building adjacent to the Peirce-du Pont House. Items in this shop are available for purchase only by Longwood employees, students, and volunteers, and are not available to the public. Volunteers will be notified of shop open hours via email. The Shop accepts cash or check only.

## **TRANSFERS, ADDITIONAL POSITIONS, RESIGNATION**

If you wish to transfer to a new volunteer position, you should first discuss the change with your supervisor. If the change is within the same area, your supervisor may contact the Volunteer Services Manager who will change your records as needed. If you wish to change to a position in a different work area, you should contact the Volunteer Services Manager to discuss available positions.

The Volunteer Services Manager maintains a file of Volunteer Position Descriptions. While you are volunteering in one area, you may eventually want to add another position to your schedule. This can increase your experience in the organization and add to your interaction with Longwood staff and visitors to the Gardens.

You may take a leave of absence or terminate your service to Longwood at any time by notifying your supervisor or the Volunteer Services Manager. The Volunteer Services Manager may wish to conduct an exit interview with you because your feedback on the position and program is critical to maintaining a high quality program.

In particular cases, the Volunteer Services Manager may be obliged to terminate an individual from volunteer service at Longwood. This may be done for any one of the following reasons:

- Continued unsatisfactory performance
- Gross misconduct or illegal activity
- Continued failure or inability to fulfill the commitments required by the position
- The position is no longer required

## **VOLUNTEER ROLES, OPPORTUNITIES, & TEAMS**

Volunteers help in all of Longwood's six departments: Horticulture, Education, Administration, Guest Services, Marketing, and Facilities. Opportunities open to volunteers include:

Gardening and Horticulture	Guest Engagement
Continuing Education	Library & Archives
Research	Integrated Pest Management
Information Technology	Administrative Support
Facilities	Photography

Many Longwood Volunteers collaborate on volunteer-led teams, combining their skills to provide leadership for projects from start to finish. Examples include:

Meadow Garden	Phenology	Tree Evaluation
Bird Walks	Volunteer Orientation	Horticulture Information
Bluebird Project	Wildflower Walks	
Sign Straightening	Christmas Light Inventory	

As a volunteer, you will be asked to comply with Longwood's policies, procedures, and programs. You should contact the Volunteer Services Manager to discuss any questions concerning these policies and procedures.

### **Appearance**

You should maintain a neat and presentable appearance while at Longwood or while representing Longwood in the community. Uniforms may be required for some volunteer positions, and although there is no specific dress code, you should dress in a business casual manner when at Longwood. Very casual t-shirts, tank tops, halter tops, low cut or revealing clothing should not be worn. Shorts are permitted, but cut offs, gym shorts or sweatpants are not appropriate wear. If you are working in a gardening position and some other areas, you will be required to wear safety shoes. Otherwise, you should wear proper shoes and for safety, avoid very casual footwear, such as flip flops. Logo apparel may only be current Longwood logo apparel. You may not wear apparel, hats or jackets featuring other company logos or advertising artwork.

### **Discrimination/Harassment**

Longwood Gardens is committed to the principles of nondiscrimination and equal opportunity for all individuals. Longwood does not tolerate any form of harassment or discriminations on any basis, in any situation. If you have concerns, please feel free to contact the Volunteer Services Manager.

## **Driving Longwood Vehicles**

Certain volunteer assignments may require the operation of a Longwood Gardens vehicle. Supervisors should contact the Volunteer Services Manager to request authorization for a volunteer to operate a Longwood Gardens-owned or leased vehicle. Insurance regulations require the following clearances for staff or volunteers who will drive Longwood vehicles:

- Motor vehicle report
- Criminal background check
- Drug test

Safety training, specific to vehicle type, will be provided at the department level.

## **Electronic Communications**

The use of Longwood Gardens' communications system (including phone, voice mail, fax, radio, e-mail, and computers) is intended for business purposes only. There is no expectation of privacy with respect to the use of Longwood equipment or with the transmission, receipt, or storage of information in this equipment. Use of Longwood's communications systems shall be consistent with Longwood's Mission and Principles and with Longwood Gardens' Electronic Communications Policy. You will be required to sign the policy during the placement meeting. Also see the Social Media Policy Addendum at the end of this document.

## **Parking**

You may park your vehicle in the Visitor Center parking lot or Business Lot while volunteering. The Business Lot is accessed via the entrance on Conservatory Road. You will be issued a parking identification sticker. You may not bring guests or family in through the business entrance. Guests must enter through the Visitor Center and have a ticket. Parking is on the honor system. Everyone is expected to abide by parking regulations. Abuse of parking privileges will automatically trigger a review of volunteer status and may result in dismissal from the program.

## **Publications/Lectures/Images**

You are encouraged to use your skills to write for publications and to present lectures on Longwood related topics. If you wish to engage in such activities, you should contact the Volunteer Services Manager in advance for approval. The Volunteer Services Manager must pre-approve the purchase of supplies. Volunteers who take photographs as part of their volunteer assignment, must meet with the Volunteer Services Manager and sign Longwood's Volunteer Photographers Policy, prior to submitting any original images to Longwood.

## **Recycling Program**

Volunteers should be aware of Longwood's commitment to the principles of waste management which includes reuse, recycle, and reduce. Recycling containers are located throughout the Gardens and in buildings and offices.

## **Restricted Activities**

The following activities are forbidden at Longwood Gardens to protect the safety of volunteers, employees, guests, and contractors.

- Use, possession, or distribution of alcohol or controlled substances
- Possession or use of firearms or other dangerous weapons
- Use of audio headsets for recreational purposes during work time
- Use of unauthorized motor vehicles in the Gardens
- Sale of personal products or property or materials produced by outside organizations
- Solicitation for support or promotion of any cause or organization
- Distribution or circulation of any written or printed material
- Use of tripods for photography without a permit
- Having pets on Longwood premises (except Service Dogs or Service Dogs in Training)

## **Right of Inspection**

Longwood Gardens intends to provide a safe, secure, and healthy work environment. Accordingly, it may be necessary to inspect desks, lockers, vehicles, packages, clothing, purses, backpacks, and other portable possessions without prior notice. You agree to be bound by this policy by accepting and continuing in service with Longwood.

## **Smoking**

Longwood Gardens is a smoke-free facility. Smoking is not permitted in any enclosed or open public areas, including the café patio, Open Air Theatre and outdoor performance areas. Certain areas have been designated for staff smokers. Please check with your supervisor for the location of these areas. Guests may smoke in several designated areas, including the eastern section of the bus parking lot, the picnic area and in their personal vehicles in the parking lot.

## **Background Checks**

All Volunteers must successfully complete a background check prior to volunteering. Any volunteer who separated from the volunteer program and wishes to rejoin, must have a current background check on file. Any volunteer who has been separated from the program for more than six months must complete another background check. Volunteers must complete a form giving Longwood permission to conduct the checks. Longwood assumes the costs associated with the processing of the background check.



## Longwood Gardens Social Media Policy

New technologies for online collaboration are fundamentally changing the way we work, offering new ways to engage with guests, colleagues, and the world at large. Longwood Gardens believes social computing can help build stronger, more successful relationships with guests and colleagues. And it's a way to take part in global conversations related to the work we are doing at Longwood and the things we care about. We endorse the use of creative techniques to encourage communications.

Our goal with any social media initiative is so make it easier for people to talk to each other, create interesting things to talk about, create communities to share ideas, and to find the right people who should know about what we do. We never tell our guests what they should think of Longwood Gardens. People form their own honest opinions, and they decide what to tell others. We provide information, we empower them to share, and we facilitate the process.

### **When engaging in social media on behalf of Longwood Gardens:**

1. All posts by Longwood employees, students, volunteers, or interns must be approved by the Marketing Department or an authorized Moderator before posting. This includes posts to official Longwood social media sites as well as Longwood affiliate sites such as those created to document travel, excursions, projects, etc.
2. Limit your comments to your area of expertise and provide unique, individual perspectives on what's going on at Longwood Gardens and in the world.
3. Always pause and think before posting. Post meaningful, respectful comments—in other words, no remarks that are off-topic, inflammatory, offensive or disparaging to colleagues or competitors.
4. When disagreeing with others' opinions, keep it appropriate and polite.
5. Reply to comments in a timely manner, when a response is appropriate.
6. Respect proprietary information and content, and confidentiality. Don't discuss elements of future programming that have not yet been released by the Marketing Department.
7. Respect the privacy of our guests at all times.
8. If you are contacted for comment by a representative of a blog or other social media outlet, please refer to the Press Contact Policy provided by the Marketing Department.
9. When reviewing, endorsing or discussing third-party products or services, always disclose your/Longwood's relationship with the manufacturer, supplier or third-party representative.
10. Business and pleasure should not be mixed on social media services.
11. Sharing personal opinions not specifically related to your role at Longwood, as well as expressing partisan political views, is not allowed.
12. Never misrepresent yourself using a false name when you're acting on behalf of Longwood Gardens.

13. Always respect the rights of any online or offline communications venue (such as a web site, blog, discussion forum, traditional media, live setting, etc.) to create and enforce its rules as it sees fit. Never engage in these media in a manner that would violate or disrespect those rules.
14. Remember that what you write is ultimately your responsibility. Participation in social computing on behalf of Longwood Gardens is not a right but an opportunity, so please treat it seriously and with respect. If you want to participate on behalf of Longwood Gardens, contact the Web Marketing Coordinator to schedule social media training. Please know and follow the Longwood Gardens Volunteer Policy Manual. Failure to abide by these guidelines could put your participation at risk.

### **Moderation Guidelines**

Moderation is the act of reviewing and approving content before it's published on the site. Longwood does not necessarily endorse, and does not take responsibility for content posted by third parties.

1. All content (including comments or replies) published on any official or affiliated Longwood site, by Longwood employees, volunteers, and students, must be moderated by the Marketing Department.
2. Content submitted by the public as a comment, reply, or post on any official Longwood site is either moderated or reviewed by the Marketing Department. Longwood strives for a balanced online dialogue. When we do moderate content, we use these guiding principles: if the content is positive or negative and in context to the conversation, then we approve the content, regardless of whether it's favorable or unfavorable to Longwood. However if the content is inflammatory, offensive, denigrating or completely out of context, then we reject the content.
3. If you encounter negative content about Longwood Gardens on the web, please notify the Web Marketing Coordinator so that Longwood can respond as appropriate.

### **When engaging in social media on your own time:**

1. Generally, social media activities performed on your own time are fine, provided that they are consistent with the Longwood Gardens Policies.
2. No outside activities are allowed that pose a risk to Longwood Gardens, such as by hurting its reputation or exploiting its name.
3. Remember that perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a Longwood employee or volunteer, you are creating perceptions about your expertise and about Longwood by our guests, board members, and the general public—and perceptions about you by your colleagues and managers. Do us all proud. Be sure that

all content associated with you is consistent with Longwood's values and professional standards.

4. If you engage in social computing outside of work, and your online profile or posts identify you as an employee, student, or volunteer of Longwood Gardens, use a disclaimer something like this: "The postings on this site are my own and don't necessarily represent Longwood's positions, practices, strategies, or opinions."