

LABOR RELATIONS



October 10, 2023

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Mr. Ivan Butts  
President  
National Association of Postal Supervisors  
1727 King Street, Suite 400  
Alexandria, VA 22314-2753

Dear Ivan:

As a matter of general interest, the Postal Service will be disseminating a Service Talk to all employees assigned to Retail and Delivery on the social media policy.

Please find enclosed, the Service Talk, *Know the Rules: Social Media Policy Reminder*.

Please contact Tomica Duplessis at extension 3073 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "B. Nicholson".

Bruce A. Nicholson  
Director  
Labor Relations Policies and Programs

Enclosure

# Retail and Delivery Stand-Up Talk

Oct. 11, 2023

## Know the rules: Social media policy reminder

The Postal Service wants employees to remember they're prohibited from speaking on behalf of the organization on websites, blogs and social media without permission.

Under the organization's [policy](#), employees must receive written permission from the Postal Service social media team and the appropriate vice president before establishing any online accounts that represent the Postal Service.

Failure to follow this policy could result in corrective action, including removal from the Postal Service.

The policy does not infringe on employees' ability to have their own social media presence or personal accounts.

However, it is recommended that employees note in their personal account profiles that they don't speak on behalf of the organization. Employees also should not post while on the clock. This includes "selfies" in the plant, Post Office, vehicle or other official workplace area.

Employees are expected to conduct themselves during and outside of working hours in a manner that reflects favorably upon the Postal Service. The social media team conducts routine audits of sites that claim to represent the Postal Service. Unverified sites are routinely removed and employee conduct addressed.

The Postal Service currently has 18 official social media corporate accounts: five on X (formerly Twitter), four on Facebook, three on Instagram, two on LinkedIn, three on Threads and one on Pinterest.

Our goal with these accounts is to provide the service our customers deserve and to protect the Postal Service's brand. Thank you for listening.

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