



Policy and Ethics Consulting Group

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Executive Summary

2Ethical (2E) is a public relations consulting group, specializing in creating, implementing and improving ethical policies for clients. This document summarizes the business model, standards and values of 2E. Additionally, this document includes policies related to ethics and social media as authored and practiced by 2E's team of dedicated professionals.

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What 2E Does

- ❖ **Small Business Specialty**
- ❖ **For-Profit**
- ❖ **Crisis Prevention & Mitigation**
- ❖ **Resource Management**
- ❖ **Ethical Consultation**
- ❖ **Social & Ethics Policies**
- ❖ **Organizational culture**
- ❖ **Cultivates Culture**

Mission statement

2E strives to empower small businesses and business owners by offering services that aim to cultivate an ethical organizational framework.

- ❖ **Accuracy** – no deceptive handling of facts
- ❖ **Independence** – the work you do is your own work and you're not a representative of a group, transparency
- ❖ **Impartiality** – No client above another, unless explicitly stated in unusual circumstances.
- ❖ **Humanity** – aware of the consequences of what you publish words can be harmful, our job to protect people
- ❖ **Accountability** - Engage with the audience and correct mistakes, provide remedies
- ❖ **Diversity** - Value different perspectives, backgrounds and insights.

Business Plan

S.M.A.R.T. Objectives:

S (Strategic) - 2E will provide consulting services to small businesses in the Oklahoma City Region. 2E will cut through the noise of the consulting industry by offering insight specifically regarding ethical policy creation, organizational standards, social media policies and proper implementation of such policies.

M (Measureable) - 2E aims to connect with and serve at least 50 new clients by the end of the next fiscal year. The revenue obtained by these client services will pay for networking initiatives with investors (this includes travel expenses and per diem), marketing and promotional efforts, and finally, to pay 2E employees. Because we are a startup company, we anticipate 25% of our annual net profit to be reinvested into the company while the remaining 75% will be used to pay organizational employees.

A (Attainable) - 2E will build a database of 50 businesses in the OKC region. This is to assess who needs the company's services, as well as the magnitude of each project. 2E anticipates allocating 15% of gross revenue toward web development and maintenance, networking opportunities, promotional materials, business cards, local advertising and public relations events. 2E plans to utilize owned media platforms such as social media channels, referrals and web content. The company hopes to utilize earned media in the form of word of mouth, which will be relied upon significantly to increase credibility, as well as published press releases.

R (Realistic) - Businesses, especially newly founded or small business, are in need of consulting services. 2E will offer specific guidance for ethics policy formation, crisis communication, social media standards and creation of positive organizational culture. 2E has a team of highly educated individuals with many years of experience and insight that would be beneficial to small businesses and startups.

T (Timely) - By the end of fiscal year 2020, 2E will have data on 50 businesses. This will aid the company in refining services, contact base, potential expansion and monetary data that will be used to propel the 2E as a leading consulting firm in Oklahoma.

Client Process

Step 1: Create an ethics needs assessment for the client upon request. This assessment is to see what the client needs in their business. This can be a multitude of needs such as: ethics policy update, ethics policy creation, training curriculums for social media usage, training curriculums for management on how to create a strong culture etc.

Step 2: Charge for the business assessment results. This will be a flat fee across the board for assessment and give them a list of options and solutions to the problems found in the assessment. If client chooses to continue use of the company's services move on to step 3 and collect 1st half of payment for project.

Step 3: First draft of the new business structure based off needs assessment. The team will create a first draft of the project for the client.

Step 4: Review the first draft with the client and see what changes need to be made. The customer relations team will present the company's first draft to the client.

Step 5: Implement revisions and finalize the project. Present the final revised project to client. Receive 2nd half of payment from client.

2E will build a new network of small businesses and clients to establish our company as a credible and functioning partner.

Ethics Policies

Relationships & Conflicts of Interest Policy

- ❖ All intimate relationships within 2E must be disclosed.
- ❖ Relationships that are allowed to take place only for employees on the same level of the hierarchy of the organization.
- ❖ In cooperation and implementation of services for clients, prior and ongoing relationships among project participants and between clients and the organization must be disclosed to all whom it concerns.
- ❖ Employees are encouraged to avoid conflicts of interest, real or perceived, and to disclosure unavoidable conflict to leadership team.
- ❖ Because start-ups emphasizes partnerships, strategic alliances, and "virtual relationships", these arrangements are rife with opportunities for conflicts of interest where an entrepreneur or start-up employee can line his or her own pockets to the detriment of the organization. An early and consistent stand against questionable conflicts of interest is an important dimension of a start-up ethics effort.
- ❖ All members of the organization are expected to hold each other accountable, especially those in positions of power.

Email/Social Media Usage/Internet Privacy Policy

- ❖ Communications within the organization must take place on platforms accessible to all in the organization, on the same domain of "@2ethical.org". Employees are to always be made aware that the company has access to company networks. They must use private networks and accounts for private purposes, and if not then they end up doing it at their own risk.
- ❖ Every organization's communication platform should include all relevant employees in conversation.
- ❖ Personal accounts must be used separately from company communications. In other words, there will be no electronic mail sent from a foreign domain address to an internal company address. Personal accounts may be used at work.
- ❖ Favor internet websites and internet communication services that present and reserve the right to full disclosure of emails and any form of personal communication for the purpose of accountability amongst employees and present professional brand image.

Attribution & Plagiarism Policy

- ❖ Services provided to clients as well as internal activities must be original work, produced by the employees of the organization. In circumstances when an outside source of work is needed, that source will be cited and attributed to formally when appropriate.
- ❖ If and when mistakes are made, employees must respond promptly by explaining corrections clearly and prominently.

Fairness Policy

- ❖ Fair communications are truthful communications. When discussing clients, employees or other people, especially in written form, any information regarding individuals and entities must be truthful and respectful based on circumstances.
- ❖ Employees are held to a high standard of responsibility to verify information for truthfulness.
- ❖ As a company, we hold to an ever-adapting definition of professional values when working with and advising clients.
- ❖ Employees are expected to expose any and all unethical conduct, and act in a manner that reflects the highest standards of integrity and ethical behavior.

Political Activity Policy

- ❖ Employees are encouraged to foster civic engagement by individual researching and democratic involvement. 2E is an organizational space that emphasizes open mindedness, ethical discourse and lifelong learning; however, will not tolerate discrimination based on political ideology or partisanship.
- ❖ 2E discourages the use of professional social media accounts for content associated with one's political affiliation. Employees may use their personal accounts to espouse civil and social ideas, but are urged to remember that they are a representative of the company and, therefore, are held to higher standards in communication platforms.
- ❖ 2E employees must consult leadership team with intentions to run for political office.
- ❖ Participation in governmental elections of any kind should not interfere with any ongoing 2E projects or services for clients.

Media Appearance Policies

- ❖ If and when employees make public media appearances, he/she/they are required to consult 2E leadership team to ensure accurate communication. Because 2E is a startup, media appearances are treated with utmost significance, and must accurately represent the mission and values of the organization with appropriate language.

Community Activity Policy

- ❖ All organizational employees, and particularly those in positions of power, are encouraged to look for opportunities to engage with the community. 2E leadership team should provide occasions for community service, philanthropy or other means of engagement, so as not to become blinded solely by the goals of financial gain and organizational success.

- ❖ Additionally, 2E leadership team will emphasize commitment to family and spouse relationships. This is defined by the company policy for paid leave time, including but not limited to PTO (part time off) sick leave, maternity and paternity leave, Holiday pay and overtime.

Gifts Policy

- ❖ Transparency and disclosure
- ❖ Employees are encouraged to negate bias by refusing gifts, favors, free travel or services and other special treatment that could compromise the integrity, credibility or impartiality of the organization.
- ❖ All items donated or given to employees must be disclosed to leadership to determine whether or not these items should be considered a donation or not.
- ❖ If and when it becomes appropriate to accept items, employees must fully disclose details to the leadership team to determine what actions should be taken

Diversity & Inclusivity Policy

- ❖ Diversity and inclusion efforts are seen as a necessary and responsible business practices, and should be incorporated throughout the organization. These include programs to hire people from more diverse backgrounds, including different ethnicities, sexes, ages and differently abled people. This is of particular importance in administrative positions.
- ❖ 2E will additionally offer mandatory and routine diversity training workshops to educate its employees on topics such as implicit bias, language vernacular and critical race theory and other social theories to enhance the understanding of organizational diversity efforts and values.

Social & Environmental Responsibility Policy

- ❖ Social and environmental responsibility policies are connected to the principal of sustainability, in which efforts should be continued indefinitely. 2E is committed to conserving organizational and environmental resources, and engages in renewable energy practices, sustainable food systems, water conservation and decreasing pollutants.
- ❖ 2E expects its employees to adhere to such practices in a way that reflects the importance of micro and macro contributions to conservation.

Social Media Policies

2E employees have a reasonable amount of freedom to express their own opinions on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube, blogs or web pages. However, employees must be very vigilant as to not express themselves on behalf of 2E.

Further, employees should be aware that the company expects the following concerning blogs, internet websites and social networking sites:

- ❖ Employees should never assert themselves as speaking on behalf of the company. If an employee does publish a comment on a Social Media Site related to subjects associated with 2 Ethical, employees must be clear that the employee is not speaking on behalf of the company. In this instance, employee blogs or posts on Social Media Sites should include the following disclaimer: "The postings are my own and do not represent the positions, strategies, or opinions of others, including my employer." Employees are personally responsible for the information contained in their blogs or posts.
- ❖ Employee blogs or posts may not be used to disclose confidential or proprietary information belonging to the company, its clients, its employees, its investors, or its vendors. This includes but is not limited to photos or videos of company operations or those of the company's clients, which are at all times considered to be confidential.
- ❖ Employee blogs or posts may not include content that is harassing or discriminatory towards other employees, clients, investors or vendors.
- ❖ Employee blogs or posts may not use the company's logo, trademark, trade name, slogan or graphics.
- ❖ Employees are encouraged to not use company electronics for personal purposes. This helps keep account information safe and improves employee privacy. If an individual uses their personal account on a work computer and forgets to log off, 2E will not be held responsible for any damages that may occur to that account due to negligence.

Any employee that does not follow these guidelines in their blogs or posts, risks corrective action, up to and including termination from employment.

Social Media Tenets

- ❖ Proactive and citizenly free speech is supported and encouraged by 2E.
- ❖ Social Media is hereby defined as any internet powered platform where 3 or more people are able to socialize simultaneously. Thus, group messaging is social media as it makes it more likely that the information shared will populate.

- ❖ Boundaries are established between personal accounts and professional accounts. Employees are not required but are encouraged to be active on social media with decency.
- ❖ Personal and professional brands cross at a point of conflict. If the two brands in question are of similar popularity and exist within the same market it is an issue worth negotiating between the entities. Mutually beneficial personal and company brands exist but must be examined to ensure that they are indeed beneficial.
- ❖ Inappropriate behavior is characterized as such that has no place in a work environment. All forms of harassment, including sexual and racial, are deemed as inappropriate behavior and will not be tolerated.
- ❖ Designated employees within 2E are responsible for content creation and social media participation of 2E accounts.
- ❖ Company news articles or mentions existing on social media are to be treated as work of public relations and journalism. Journalism and public relations are two disciplines with existing principles and guidelines, 2E employees are to publicly treat works of those fields as such.
- ❖ Attribution and verification provides clarity when sharing. In instances less clear and/or more controversial than others it is important to post and repost in a clear manner.
- ❖ Social media is organic first and paid second. 2E acknowledges that the best type of content is content that is deemed valuable by the community without a need for advertising, thus organic content sharing and word-of-mouth promotion will be prioritized.
- ❖ Personal and company brands are separate entities. 2E acknowledges that there may be overlapping instances that will require special attention.
- ❖ Policy is a continuous concept that will be updated as seen fit by company leadership, using all the resources available and necessary. During turbulent times in the company or even when an issue arises - related policies will be reviewed and adjusted as is fair.

Violation Consequences

- ❖ Consequences for violation of policies will be dependent upon the violation's severity. Each violation will be tried on a case by case basis, as scenarios are subjective in nature.

- ❖ Forcing an apology from the employee or making them delete posts directly is contrary to the policies of 2E. This is in direct violation of the freedom of speech as guaranteed by the First Amendment to the Constitution of the United States of America. Thus, 2E discourages company leadership from utilizing this form of punishment and persecution. 2E believes in constructive criticism and will hold meetings with employees when a behavioral issue arises. 2E anticipates these types of meetings to serve as opportunities for constructive criticism. The leadership team and individual employee will discuss the reason for the meeting, identify the behavior that is not in line with organizational standards and illustrate how the situation should be handled. 2E does not believe that suspensions are effective at teaching employees, nor does the company condone pay cuts.
- ❖ Illegal activity, sexual misconduct, derogatory language toward a specific group or individual, deliberately breaching the ethical and social media policies of 2E will result in immediate termination.
- ❖ We considered a “three strikes you’re out” sort of system but don’t consider that a valuable standard of judgment across the board. This could be a means to handle certain cases, but this will not be considered the standard for all.
- ❖ It is 2E’s goal to help people work well together. Not any specific political group but people are the priority for 2E. 2E acknowledges that this intention depends largely on 2E employees and thus it is a concern for the hiring process and the HR department.

Sources:

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