



## American Postal Workers Union, AFL-CIO

1300 L Street, NW, Washington, DC 20005

October 16, 2023

**Debby Szeredy**

Executive Vice President

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Amy Puhalski  
Coordinator, Central Region

AJ Jones  
Coordinator, Eastern Region

Tiffany Foster  
Coordinator, Northeast Region

Yared Wonde  
Coordinator, Southern Region

Omar M. Gonzalez  
Coordinator, Western Region

**To: Charlie Cash, Director, Industrial Relations Department**

**From: Debby Szeredy, Executive Vice President**

**Subject: The Postal Service Will Be Disseminating a Service Talk to All Employees Assigned to Retail and Delivery (Notification No. GCCG20230464)**

Please find attached a copy of a letter dated 10/10/2023 from Bruce Nicholson, regarding the above referenced matter.

You are designated as the APWU contact person in this matter. Contact the USPS representative as soon as possible for discussion, if appropriate. Please provide notification of your review to me by 11/13/2023.

Please note: Your secretary should update the Notification Tracking Module in Step 4 CAS as necessary.

### Attachment

cc: Idowu Balogun, Director, Maintenance Division  
Lamont Brooks, Director, Clerk Division  
Arrion Brown, Director, Support Services Division  
Michael Foster, Director, MVS Division

DS:jb

LABOR RELATIONS



October 10, 2023

Mr. Mark Dimondstein  
President  
American Postal Workers Union, AFL-CIO  
1300 L Street N.W.  
Washington, DC 20005-4128

RECEIVED

OCT 16 2023

APWU  
OFFICE OF THE PRESIDENT

Dear Mark:

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", written over a large, stylized blue flourish.

Bruce A. Nicholson  
Director  
Labor Relations Policies and Programs

Enclosure

October 10, 2023

# 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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