SOCIAL MEDIA POLICY 2023

Effective and Responsible Use of Social Media

ABSTRACT

The purpose of this Social Media Policy is not only to help you ensure a fruitful working relationship with the organisation but also to clarify the specific rules regarding what may be shared about the organisation (if anything).

Network AID social media Policy 2023

This Social Media Policy cover the following:

1. Introduction

The Social Media Policy is an extremely important document in the life of the organisation. It establishes the rules, practices, and procedures for employees/volunteers utilizing social media, either on their own time or representing the organisation. The policy informs employees/volunteers about the standards that are expected of them while using social media.

Social media has changed the way that we all act and interact at Network AID (the Organisation" we recognize that all employees/volunteers will likely utilize social media in their day-to-day lives. This Social Media Policy was created to ensure that those working for or with the organisation are using social media responsibly, so as to ensure the interests of the organisation are protected.

We believe that your success is our success. That's why we've developed this Social Media Policy to help outline our policies and procedures and to help guide you throughout your relationship with us.

2. Purpose

The purpose of this Social Media Policy is not only to help you ensure a fruitful working relationship with the organisation but also to clarify the specific rules regarding what may be shared about the organisation (if anything).

Your personal activity on the internet may be subject to this Social Media Policy if it impacts the business of the organisation, employees/volunteers or your work at the Organisation.

3. Read and Review

Please take the time to read and review this Social Media Policy as thoroughly as possible If you have any questions please reach out to your line coordinator. Employee/volunteer will be giving a copy to sign after read and review.

4. Policy Review

Employee/volunteers did not have the mandate to this policy or any other related policies of the organisation. Policy review shall be done by the employer with input from employees/volunteers inclusive of other actors within and outside the organisation.

5. Definition

The following definition will be used for social media in the context of this Policy mobile and web-based applications for user-generated content, communication and social interaction.

This definition includes but is not limited to the following social media platforms: blogs, online communities, discussion forums, review sites, Instagram,Twitter, Facebook, Linkedin, Snapchat, Youtube, Reddit, Google+ WhatsApp, and any other related or similar websites or platforms.

6. Your Social Media Activities While At Work

Your social media activities while on your own time and not utilizing organisation property. Please be advised that this:
  I. Social Media Policy asks you to assume that all of your online activities are publicly visible and available at any given time
  II. You may be subject to termination for violating any of the Organisation's internal policies, such as posts which may display unlawful harassment or discrimination or which may include racial slurs epithets and/or derogatory remarks stereo types jokes offensive visuals based on racenational origin age disability marital status or other legally protected classifications or contravene other related policies within the organisation.

7. Utilizing Social Media While At Work

Employees/volunteers are only permitted to use personal social media at work in the following cases business network, sharing organisation activities, articles, IEC materials, lives streaming, learning, research.

Additionally, the following guidelines apply:

  I. Represent organisation or organisation activities is not permitted unless you are specifically authorise to represent the organisation as described elsewhere in   this   Policy

8. Restrictions On Representing The Organisation Online

Employees/volunteers who are permitted to access the organisation social media accounts in order to post content online will be specifically notified as such in writing If you are not one of these employees/volunteer, you may not utilize the organisation's official social media accounts or represent the organisation online in any way.

If you are permitted to officially represent the Organisation online the following guidelines apply.

I.   Be respectful and polite, Never get into arguments with clients/audience.

II. Avoid making promises. If you are dealing with a person's service issue, always offer to speak to the person or client on the phone rather than making express   promises   online

     Do not answer questions that are not within your expertise If you need help from senior coordinators ask before you post.

III. Follow all written organisation guidelines, such as the organisation's employee confidentiality policy and any other written documents. Never share sensitive organisation information even if it is not subject to a written policy. Sensitive organisation information includes partners/donor agreements, financial information, protected intellectual property, or any other   information   which   is   not generally publicly available.

IV. Remain in constant contact with the IEC, partnership and fundraising team regarding content to post.

V.   Avoid deleting comments or questions even if you disagree

VI. Sharing of organisation intellectual property like trademarks or copyrights is not permitted All internal organisation policies apply

VII. Ensure that you make clear your personal opinions and statements do not represent the organisation

VIII. Do not post anything which may display unlawful harassment or discrimination or which may include racial slurs, epithets, and/or derogatory remarks stereo types, jokes, offensive visuals based on race, national, origin, age, disability, marital status or other legally protected classifications.

IX. Correct false information about the organisation as soon as possible

X. Never violate the intellectual property rights of any third party. Obtain proper permission to use any content and always use the correct attribution form.

XI. Be mindful of the following rules abide by the organisation communication policy and strategy guide

XII. No use of F words or middle finger, respect the audience or followers.

9. Utilizing Social Media While Using Organisation Electronic Devices

Employees/volunteer are only permitted to use personal social media on organisation devices in the following cases: data collection; live streaming; sharing IEC materials.
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Additionally, the following guidelines apply:

I. Visiting any obscene adult or 18+ websites is not permitted

II. Visiting any unlawful websites is not permitted

III. Participating in any security breach or hacking activity is not permitted

IV. Always consider that your activity may be monitored

V. Representing the organisation or organisation activities is not permitted unless you are specifically authorized to represent the organisation as described elsewhere in this Policy

10. Your Personal Social Media Activities

While your activities on your own time and devices are your own business and responsibility, the Organisation requests that you keep the following in mind for your own personal social media activities

I. Always act according to the terms and conditions of the social media website.

II. Ensure that you make clear your views are not the organisation's views though a ddisclaimer.

III. Ensure your personal activities do not affect the reputation and values of the organisation.

11. Employee/Volunteer Consent/Signature

Name…………………………………….………………
Signature……………………………………………….
Position…………………………………………………
Date…………………………………………………….