



THE PROMISE FOUNDATION

For mental health, education and potential realisation

Social Media Policy

Policy brief & purpose

Our **social media policy** provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether you're handling the Foundation's social media accounts or using one of your own, you should remain productive and avoid damaging our organization in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace. Workplace refers to any location from where you may be either using office equipment or carrying out your official duties.

Scope

This policy applies to our employees, partners, volunteers and contractors.

By "social media", we refer to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook or Twitter.

This policy is built around two different elements: one, using personal social media at work and two, representing the Foundation through social media.

Policy elements

Using personal social media

We *[allow]* our employees, contractors and volunteers to access their personal accounts at work. But, we expect you to act responsibly and ensure your productivity isn't affected.

Whether you're using your accounts for business or personal purposes, you may easily get side-tracked by the vast amount of available content. Browsing the internet for personal use should be restricted to during non-working hours.

We ask you to be careful when posting on social media. While we can't restrict what you post on your personal pages, we expect you to adhere to our [confidentiality policy](#) at all times. We also caution you to avoid violating our [anti-harassment policy](#) or posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong to). In general:

We advise you to:

- **Ensure others know that your personal account or statements don't represent the Foundation.** You shouldn't state or imply that your personal opinions and content are authorized or endorsed by the Foundation. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- **Avoid sharing intellectual property** like trademarks on a personal account without approval, confidentiality policies and laws always apply.
- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of the Foundation's [anti-harassment policy](#), if directed towards colleagues, clients partners, or third-parties.

Representing the Foundation

Some employees represent our organization by handling corporate social media accounts or speak on the Foundation's behalf. When you're sitting behind the Foundation's social media account, we expect you to act carefully and responsibly to protect the Foundation's image and reputation. You should:

- **Be respectful, polite and patient**, when engaging in conversations on the Foundation's behalf. You should be extra careful when making declarations or promises towards clients and stakeholders.
- **Avoid speaking on matters outside your field of expertise** when possible. You should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow our [confidentiality policy](#) and [data protection policy](#)** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Inform the Director, The Promise Foundation** when you're about to share any major-impact content.
- **Never post discriminatory, offensive or libellous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

Disciplinary Consequences

All social media postings on our corporate accounts are monitored.

We may have to take disciplinary action leading up to and including termination of employment or contract if you do not follow this policy's guidelines. Examples of non-conformity with the social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or corporate accounts.
- Directing offensive comments towards other members of the online community.

If you violate this policy inadvertently, you may receive a reprimand, or, disciplinary action may be taken including termination of employment or contract depending on the severity of the risk that the incident exposed the Foundation to.

Gideon Arulmani, Director The Promise Foundation
Policy updated 27/7/2020