



# Social Media Policy

## **Introduction**

Social media networks (Facebook, Twitter, Instagram, etc) provide a platform through which to engage with people online and create awareness of Mahboba's Promise's work in Afghanistan. It is a way to build networks with possible sponsors, as well as other NGOs and development organisations.

The potential these represent is enormous and should be used responsibly.

## **Purpose**

The purpose of this policy is to provide guidelines for social media posts and interactions.

## **Scope**

The policy applies to any social media activity undertaken by Mahboba's Promise and all current and prospective staff, volunteers or beneficiaries involved in these activities.

## **Definitions**

Social Media: For the purposes of this policy, this term is used broadly to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, social networking sites, and other sites and services that permit users to share information with others instantaneously.

Political Activity: The objectives of Mahboba's Promise would be compromised, or at least made unnecessarily difficult, if Mahboba's Promise were to engage in contentious politics or political activities. Mahboba's Promise therefore does not engage with any political activities or promote a specific political party of ideology.

According to the ANCP Guidelines, "activities that could be construed as being political are those that involve "party" politics or partisanship. General support for political participation does not fall within this definition of "political"; examples of such general support could include civic awareness campaigns or activities that promote the participation of women as political candidates (without promoting specific parties.)"

For definition purposes, mere lobbying or promotion of charitable or humanitarian causes is deemed not to fall within the definition of "political" or "religious" activity.

## **Policy**

The following principles apply to professional use of social media on behalf of Mahboba's Promise as well as personal use of social media when referencing Mahboba's Promise.

- Employees need to know and adhere to the Staff and Volunteer Code of Conduct, Code of Practice, Child Protection Policy, Counter Terrorism Policy and other company policies when using social media in reference to Mahboba's Promise.

- Inaccurate or misleading posts will be corrected in a timely manner by any staff member able to make the correction.
- Mahboba's Promise may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the organisation, its employees, or customers.
- Mahboba's Promise is a non-religious and non-politically aligned organisation. Social media posts should refrain from engaging with political activity (see note above).
- Although not an exclusive list, some specific examples of prohibited social media conduct include: posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Photos must be credited with the photographer's full name wherever possible. For security reasons, do not identify children by name, in accordance with the Child Protection Policy.
- ACFID codes for photography must be followed. They can be found in the References section of this policy.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized spokespersons, referring to the Media Relations Policy.
- If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with employee's responsibilities at Mahboba's Promise. The organisation's computer systems are to be used for business purposes only. When using these computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged.

- Subject to applicable law, after-hours online activity that violates the Mahboba's Promise Code of Conduct or any other company policy may subject an employee to disciplinary action.
- It is highly recommended that employees keep Mahboba's Promise related social media accounts separate from personal accounts, if practical.

## **Breaches**

Any disciplinary action will be determined by the MPI Management Committee in consultation with MPA. Action may include the following:

- Meeting to discuss breach and opportunity for person to provide their account of the situation
- Performance management and/or disciplinary action
- Further education on the Social Media Policy and Code of Conduct
- Formal warning and monitoring
- Transfer to other duties
- Suspension
- Internal investigation
- Report to police in case of physical abuse
- Dismissal

## **References**

POL0011 Volunteer Code of Practice

POL0015 Media Relations Policy

POL0016 Child Protection Policy

POL0017 Code of Conduct for Australian Staff Volunteers

POL0038 Counter Terrorism

GL0016 Differentiating Development Welfare

ACFID Guidelines: <https://acfid.asn.au/content/c13-portrayal-local-people>