



Voluntary Action Network India

SOCIAL MEDIA POLICY

Purpose of policy

Voluntary Action Network India encourages all staff to engage and collaborate through social media. However, whenever staff uses social media, they must be aware of the potential impact on both themselves and the organisation.

For the purpose of this policy, 'social media' is defined as any type of interactive online media that allows parties to communicate instantly with each other or to share information in a public forum. This includes blogs, video-and image-sharing websites, webpages, social networks, job sites, messaging apps, news sites, forums or any other kind of online media. Twitter, Facebook, Instagram, WhatsApp, Signal, Telegram are the most commonly used social media sites.

This policy is intended to minimise the risks of social media which can impact the wellbeing of staff and the reputation of the organisation, so that staff can enjoy the benefits of social media while understanding the conduct expected by Voluntary Action Network India.

Who does this apply to?

This policy is applicable to all employees (core, contract, retainer, consultant or any other category) of Voluntary Action Network India while at the workplace or outside the workplace.

The policy is applicable to all users and all forms of social media, whether for work-related or personal use, whether during working hours or otherwise, whether social media is accessed using the Voluntary Action Network India's IT facilities and devices, personal devices or any other third-party equipment.

The policy also applies to all email communication, internal Voluntary Action Network India employee groups on WhatsApp, Facebook, Telegram etc. and all other external groups where the staff is a member as a Voluntary Action Network India employee, or is identified as being one.

Relevant India-specific laws and regulations shall supersede this policy wherever applicable.

Guidelines

This policy is not meant to curb free expression; it is a guide to professional online behaviour. For any clarifications, staff may reach out to their reporting manager or the Communications team of Voluntary Action Network India.

1. Staff are responsible for their words and actions in an online environment. Anything the staff may publish must be true and not misleading, and all claims must be substantiated and approved. Do mention the sources for any data. They are advised to consider whether any comment, photograph or video they are about to post on social media, is something that they would want the public to read or see. Staff are expected to consider social media as an extension of the workplace and show their colleagues, friends and followers proper consideration, thoughtfulness and respect.
2. Staff should never represent themselves or Voluntary Action Network India in a false or misleading way. It may be best to limit comments to the area of the staff member's own expertise so as to provide an individual perspective. Staff member's opinions are important,

and they are uniquely theirs – not necessarily those of the organisation. When sharing thoughts and views that relate to Voluntary Action Network India or its area of work, use a disclaimer such as this: "The posts on this site are my own and don't necessarily represent Voluntary Action Network India's position or opinion."

3. Do not post messages, images, videos, links or comments that include racial or sexual slurs, political and religious solicitations, or that defame, abuse, harass, stalk, threaten or in any way violate the legal and privacy rights of the Organisation or an individual or has the potential to cause harm to the Organisation, its beneficiaries and business partners, and is not in line with values of Organisation. Do seek guidance from your supervisors before participating in social media when the topic being discussed may be considered sensitive.
4. The official social media pages/WhatsApp groups are promoted by Voluntary Action Network India internally for the exchange of thoughts and ideas and to facilitate focused discussions. Staff must follow the same posting guidelines at these platforms as well.
5. Staff are not permitted to open Voluntary Action Network India-branded social media accounts or use the Voluntary Action Network India name or logo within their social media profiles. For example, a Twitter handled titled "@PFIAMit" is not permitted.
6. Never post or discuss any confidential or unreleased information. Keep all internal deliberations, whether on chat, email or verbal, confidential at all times.
7. All work related WhatsApp groups must be used to share work-related information only. Any WhatsApp or informal communication with partners, vendors or suppliers must be regularised over email for official purposes.
8. Keep in mind that all content such as pictures, videos and articles available on social media and other internet websites could be proprietary material and cannot be copied by employees unless prior written approval is taken from the Copyright owners or the organization's Communications Team. If staff takes a photo with colleagues or vendors, it is advised to always take permission of the people in the photo before sharing it over social media.
9. Do not engage in any illegal activity through social media or engage or in any action that promotes such activity. Do not transmit, upload or download any material that potentially contains viruses, Trojan horses, worms, time bombs, or any other malicious code. Be aware of security threats and be on guard for such phishing or scam attempts. Any exposure or knowledge of such attempts should be reported to the IT team immediately.
10. If informal groups are set up with colleagues for non-work-related discussions, be respectful in interactions.
11. Voluntary Action Network India may require staff to remove social media postings which are deemed to constitute a breach of these standards, and failure to comply with such a request may result in disciplinary action.
12. Finally, if staff is unsure whether or not to post something, then do not share it.

Internal Controls

The posting of adverse or inappropriate comments by Voluntary Action Network India's staff can lead to disciplinary action, including termination from employment. An employee who discovers any posted content that may be discriminatory or lead to any other loss for the organization/group, must immediately inform their reporting manager.

Voluntary Action Network India reserves its right to monitor all online discussions or posting of materials by staff that have relevance to Voluntary Action Network India (on social media and WhatsApp groups) and take appropriate action if the Organisation perceives that there is a possibility of breach of this policy.

Organisation also owns official accounts on select online social platforms. Program/ Regional Teams or Groups shall not create or reserve any Domain names/Social media accounts without Organization's Communications Team's approval.

Date of policy going into effect : _1st June 2024