SOCIAL MEDIA POLICY

June 2019

INTRODUCTION

School for Life Foundation recognises that social media is an important and effective communications tool.

This policy outlines the appropriate social media usage by School for Life staff. It has been developed to assist all employees and volunteers to use social media most effectively – to feel empowered to participate in online activities, while being informed of their responsibilities and School for Life's expectations.

PURPOSE OF POLICY

The purpose of this policy is not to restrict or deter the use of social media, but to ensure all staff use social media appropriately. Adherence to this policy is integral to protecting the image and brand of School for Life, and importantly to protect the safety and identity of the children in our care.

SCOPE OF POLICY

This Policy applies to all employees, volunteers, interns, secondees, contractors and directors of School for Life and all persons visiting School for Life project sites.

DEFINITIONS

SOCIAL MEDIA

Social medial tools are defined as all online media which:

a) allows users to publish content which is managed and regulated by the user community rather than by the provider of the platform or third-party institution; and or

b) allows users to interact with each other to share opinions and content

The most popular social media platforms are Facebook, LinkedIn, Twitter, YouTube, Pinterest, Flickr, Reddit and Instagram. The policy coverage is not limited to these platforms and includes all other forms of social media.

POLICY STATEMENT

With the rise of social media, communication to a large audience in a short space of time has become easy and accessible to all. School for Life recognises that it must be both disciplined and flexible in response to this changing environment. However, School for Life staff's engagement on social media must not create brand risk for School for Life or break any laws.

PERSONAL USE

SCHOOL FOR LIFE recognises the individuality of School for Life staff and understands that in their personal time they may contribute to personal blogs, message boards, internet forums, podcasts, instant messaging, social media accounts, and file sharing etc. However, as rewarding as social media can be it also presents risks and carries with it certain responsibilities.

The following protocols apply to all use of social media by SCHOOL FOR LIFE staff:

Personal Account	A personal social media account should not be created with the sole purpose of communicating School for Life's work. A personal account may be used to support (like) and share the work of School for Life, but it should not purport to be an official School for Life account. To protect the safety and identity of our students please do not use full names or post any photos that can easily disclose the identity of a child.
The use of the name "School for Life Foundation"/ "School for Life"	The name "School for Life Foundation"/ "School for Life" should not be used in any social media profile names, including usernames. These names are reserved for official accounts only.
Confidential Information	Content must not include any confidential information of School for Life, including finances, research, development, operational methods, plans and policies or any private information relating to beneficiaries, partners, donors, board members, staff members, volunteers and friends of School for Life. If you are unsure whether content is considered confidential, seek advice from the Marketing & Communications Manager.
Embargoes	All embargo directives should be respected in social media communications.
Actions & Initiatives	You must not commit School for Life to any actions or initiatives without prior approval from the Marketing & Communications Manager.
Disclaimers	When posting any content expressing an opinion about School for Life, you must include the following disclaimer in the post; "All views expressed here are my own unless otherwise stated".
Copyright	Respect all copyright and other intellectual property laws. It is critical to respect the laws governing copyright, fair use of copy righted material owned by others, trademarks and brands.
Accuracy of information	Always ensure honesty and accuracy when posting content or news. If any misinformation is posted, ensure it is corrected as a matter of urgency.

Content Moderation	School for Life reserves the right to remove or request removal of content which relates to School for Life, School for Life staff or School for Life's work, such as critical, inaccurate, illegal or offensive material. Material that is critical of School for Life will not be deleted unless School for Life considers the criticisms unreasonable or not based in fact.
Imagery	All images posted on social media must comply with School for Life 's Child Protection Policy, specifically 3): . 3.1. You will not use any images, or other likenesses of children and/or information related to children that could compromise their care and protection through any form of communication media (including all social media such as Facebook, MySpace, Flicker, Twitter, YouTube, etc.) ⌞SEP⌟ . 3.2. Remember: photographing, videoing and using images of vulnerable populations requires extreme care and sensitivity. To protect the identity of individuals who may be put at risk of reprisal or rejection in their communities as a result of allowing their image to be captured, it is necessary to make sure they cannot be identified and leave out personal information such as full names – use only a child's first name. ⌞SEP⌟ . 3.3. Images of children should not be accompanied by information relating to their place of residence. Images with corresponding text which may identify and locate a child must be removed. ⌞SEP⌟ . 3.4. Images should be used in context and should be a true representation of events. ⌞SEP⌟ . 3.5. Images that are used should be current. Avoid using historical images unless the ⌞SEP⌟use is important for historical context. . 3.6. Images will not be used in public communications without the written approval of the CEO or Marketing & Communications Manager of School for Life. ⌞SEP⌟
Inappropriate Content	Harassment, bullying, discrimination or retaliation is not permissible between School for Life staff and will not be accepted online. Examples of such conduct may include content meant to intentionally harm someone's reputation or content that contributes to creating a hostile workplace on the basis of age, race, ethnicity, gender, sexual orientation, disability, religion or other status'. This also extends to downloading and keeping inappropriate material on School for Life servers, screen savers and distribution via email.
Considered Responses	Responding and engaging with personal attacks or inflammatory arguments or criticism should not be made as this is likely to incite the individual commenting. If such content has been posted, speak to the Marketing & Communications Manager in order to determine the best course of action.
Misinformation or Rumours	Unverified or incorrect content must not be posted.
Security	School for Life staff must not post any content that has the potential to create a security or safety risk or threaten the neutrality of School for Life, particularly in times and areas of conflict. Individuals must take into account the possible repercussions of content on themselves, employees, partners and other INGO's

	operating in these areas. In periods of high security alerts, no content should be posted on social media in regards to the situation or incident as it may jeopardise successful resolution.

It must be noted that all content posted is almost always archived. Even when content is deleted from the primary platform, it may still be present online and may be very difficult to remove. As such, it is imperative that the above protocols are strictly followed by all School for Life staff.

PROFESSIONAL USE

The CEO, Fundraising Manager, Marketing & Communications Manager, and Fundraising Assistant are responsible for posting content on social media platforms on behalf of School for Life and managing those platforms.

If an individual does not hold either of these positions they must not post content on social media on behalf of School for Life, but should instead pass any content they believe could be relevant to the appropriate people. If an individual would like to post content on behalf of School for Life on any social media platforms, permission must be sought from the Marketing & Communications Manager. Such permission may be subject to conditions and/or restrictions.