

Project KHEL: SOCIAL MEDIA POLICY

Project KHEL uses social media in its work and recognizes that those who are involved in its work may also use social media either as part of their organizational role or in their private lives. A written policy is therefore required for all employees, volunteers and stakeholders on the acceptable use of social networking at work.

We at Project KHEL encourage the responsible use of social media. The purpose of this policy is to set out what we expect from our employees, coordinators and volunteers when using social media

Objectives:

1. This policy is for employees and volunteers and aims to:
2. Give clear guidelines on what employees and volunteers can say about the organization.
3. Comply with relevant legislation and protect employees and volunteers.
4. Help employees and volunteers draw a line between their private lives and their organizational roles.
5. Protect **Project KHEL** against liability for the actions of employees and volunteers.
6. Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

Policy statement:

1. **Project KHEL** recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs, etc. **This policy aims to protect individuals' employees and volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.**

2. Inappropriate use of social media can pose risks to our confidentiality and reputation, and can jeopardize our compliance with legal obligations. To minimize these risks, avoid loss of work time and ensure that our communications systems are used only for appropriate purposes, we expect employees and volunteers to adhere to this policy.

3. This policy deals with the use of all forms of social media, including Facebook,

Twitter, Instagram, LinkedIn, YouTube, and **all** other social networking sites, and **all** other internet postings, including blogs.

4. It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to volunteers.
5. Employees, coordinators and volunteers may be asked to remove internet postings which are deemed to constitute as a breach of this policy.
6. Violation of the above policy and guidelines by employees, coordinators and volunteers may also lead to strict disciplinary action and termination of their association with us.

projectkhel.org | facebook.com/projectkhel | twitter.com/projectkhel | youtube.com/projectkhel | instagram.com/projectkhel/

Guidelines for responsible use of social media:

This section of the policy provides employees and volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

1. We want you to help protect our organization's reputation. Employees and volunteers must not post disparaging or defamatory statements about **Project KHEL** or its **staff**, partner locations and volunteers or members past or present.
2. Employees and volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by your colleagues, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.

3. Project KHEL reserves the 'Right of use' for all the photographs clicked during its sessions and events. Thus consent must be obtained from the designated authority of Project KHEL's prior to posting images or text related to Project KHEL on social media. You are allowed to share images from Project KHEL social media pages with due credits in relevant contexts, after seeking consent from the senior management team of Project KHEL.
4. Full time employees have the right to use the photographs clicked during session on personal social media platforms, only in relevant contexts and with due credits given to the organization.
5. If you disclose your affiliation as a coordinator or volunteer of Project KHEL, you should also state that your views do not represent those of the organization. For example, you could state, "the views in this posting do not represent the views of **Project KHEL.**" You should also ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your volunteering role.
6. You will only use **Project KHEL** email address if your organizational role involves using social media on behalf of the organization.
7. While using communication tools like Whatsapp, Facebook groups, or email for work related to Project KHEL, admin and members, you need to be careful about the content shared and adhere to professional language in communication.
8. Remember that you are required to respect confidentiality at all times and protect confidential information. You should be mindful of data protection issues. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, designed curriculum, financial information or information about our supporters, staff or volunteers.
9. If you see content in social media that disrepute Project KHEL or our stakeholders, you are requested to report it to the senior management team of Project KHEL.
10. If using social media while volunteering, circulating chain letters or other spam is not appreciated. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organizations unrelated to **Project KHEL** work is not permitted.



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Name and Signature: Date:
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