

Social Media Policy

1. Procedure Description

The policy of Mukti Australia Inc. (hereafter MA) sets out the procedure and assessment for each post on any social media platform. MA desires to have a consistent brand and voice on social media and wants to avoid posting potentially risky statements or information that could potentially disregard or jeopardise the dignity, privacy and safety of others, especially those most vulnerable. We expect all our employees to follow this policy.

2. Introduction

This 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. *Social media provides an opportunity to reach a huge audience to promote the aims and activities of MA and our partners. However, its use is associated with a distinct range of risks, given its reach, immediacy, permanency and public nature.*

Social media posts are subject to the same defamation, anti-discrimination and intellectual property laws as other publications, and care must be taken to comply with these laws.

Both personal and official MA content must not identify the specific location of projects or partner organisations, or the location or identity of staff/volunteers without their permission.

Whether you are handling the MA account or using one of your own, you should avoid damaging MA in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace. By “social media”, we refer to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook, Instagram or Twitter.

This policy covers two different elements: one, using personal social media at work and two, representing our organisation through social media.

3. Procedure

Using personal social media:

We ask you to be careful when posting on social media. We cannot restrict what you post there, but we expect you to adhere to our confidentiality policies at all times. We also caution you to avoid violating our anti-harassment policies or posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups which colleagues belong to).

During field trips, with the exception of MA staff, no visitor to our partner organisations is permitted to upload social media content about MA, PRMM, or WOH during their stay, unless they first receive permission from MA's Mission Director or Chair of the MA Board.

All content linked to or posted via MA, PRMM and WOH's official social media platforms must be authorised by an appropriate member of the MA staff team. MA employees and volunteers must not use official or personal social media in a way which:

- *Discriminates against, harasses or bullies other employees, volunteers or others.*
- *Exposes confidential information.*
- *Defames or misrepresents the work of MA or its partners, members, volunteers or employees.*
- *Contravenes child protection, anti-harassment or other MA policies.*

We advise our employees to:

- Ensure that when participating in social media networks their personal comments do not bring MA, its employees or partners into disrepute.
- Ensure others know that your personal account or statements do not represent Mukti Australia. You should not state or imply that your personal opinions and content are authorised or endorsed by MA. 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.
- Not disclose any confidential information belonging to MA.
- Avoid any defamatory, offensive, discriminative or derogatory content. It may be considered a violation of MA's anti-harassment policy, if directed towards board members, directors, colleagues, partners, donors or supporters.
- Not access social media sites during working hours, unless the use is directly related to the performance of duties required in the course of their employment.

Representing Mukti Australia:

Some employees represent MA through social media accounts or speak on our behalf. When you are sitting behind a MA social media account, we expect you to act carefully and responsibly to protect our organisation's image and reputation.

You shall:

- Be respectful, polite and patient, when engaging in conversations on MA's behalf. You should be extra careful when making declarations or promises towards donors and stakeholders.
- Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- Follow our privacy policy (OP13) and other relevant policies and observe laws on copyright, trademarks, plagiarism and fair use.
- Inform our Social Media Officer when you are about to share any major-impact content.
- Adhere to MA's brand guidelines at all times.
- Avoid deleting or ignoring comments for no reason. Listen and respond to constructive feedback.
- Never post discriminatory, offensive or libelous content and commentary.
- Report any misleading or false content to the Social Media Officer so they can remove or amend any content as quickly as possible.
- Report a suspected social media fraud or breach by firstly reporting this to the Social Media Officer who will consult with the MA National Director and Office Manager. They will fully investigate the issue before any action is taken.

Breaches of Policy

Social media postings to MA accounts will be monitored for compliance.

We may have to take disciplinary action leading up to and including termination, if employees do not follow this policy's procedure. Examples of non-conformity with the employee social media policy include, but are not limited to the following:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or MA accounts.
- Directing offensive comments towards other members of the online community.
- Exploiting or disregarding the need to protect people, especially those most vulnerable involved with MA's international partners.

If you violate this policy inadvertently, you may receive a reprimand from *the National Director and / or the Board of MA*. We expect you to comply after that, or stricter disciplinary actions will apply.