



1 Purpose

This policy governs the publication of, and commentary on, social media by employees, trustees and ambassadors of Hope for Kids International (HFK). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

2 Background

- 2.1 Blogging and other social media applications have become increasingly important arenas for the kind of engagement and communication that we encourage with sponsors, donors and partners of HFK.
- 2.2 Online social media enables individuals to communicate their insights, express their opinions and share information within the context of a globally distributed conversation. Each tool and medium has proper and improper uses.
- 2.3 It is therefore important for all HFK employees, trustees and ambassadors to understand what is recommended, expected and required when they discuss HFK (or Kids Alive International) related topics, whether at work or in their own time.

3 Use of Social Media by HFK

- 3.1 HFK employees, trustees and ambassadors are free to publish or comment via social media in accordance with this policy. HFK employees, trustees and ambassadors are subject to this policy to the extent they identify themselves as a HFK employee, trustee or ambassador.
- 3.2 Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by HFK employees, trustees and ambassadors, as their association with HFK would be well known within the community.
- 3.3 Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.
- 3.4 All uses of social media must follow the same ethical standards that HFK employees, trustees and ambassadors must otherwise follow, and reflect KAI / HFK's Mission, Vision and Core Values.

4 Permissions

Only staff authorised by the Executive Director may speak directly for HFK or establish a HFK-branded presence on a public social network.

5 Confidentiality

It is perfectly acceptable to talk about your work and have a dialogue with the community, but it's not acceptable to publish confidential information. Confidential information may include, but is not limited to, matters such as children's personal information, staff situations, details of current projects, and financial information. All communications should comply with HFK's (and KAI's) child protection and confidentiality policies.

6 Protecting your privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the HFK website or in a newsletter or other publication. Other privacy

settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

7 Being Honest

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work or volunteer for HFK. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also protect yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

8 Respecting copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including HFK and KAI's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

9 Respecting your audience, HFK, KAI, and your co-workers

The public in general, and HFK's employees, supporters and partners, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the HFK or KAI websites. Be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not necessarily represent the official views of HFK, KAI or its partners.

10 Controversial Issues

10.1 If you see misrepresentations made about HFK or KAI in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Disagreements may earn traffic, but nobody wins in the end. Don't try to settle scores or goad others into inflammatory debates. ***Make sure what you are saying is factually correct at all times.***

10.2 ***Be the first to respond to your own mistakes:*** If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly. It is better to remove it immediately to lessen the possibility of a legal action.

11 Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged. However, don't count on it to avoid trouble as it may not have much legal effect.

12 Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.

- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

13 Enforcement

Policy violations may be subject to disciplinary action.