



## Social media policy

Last reviewed: July 2019

### Purpose

1. The purpose of this policy is to clarify the requirements that apply to the use of social media for all Integrity Action staff.
2. The social media policy covers professional use and specific aspects of personal use of social media. The scope of the policy is the use of publicly available social media by Integrity Action employees and contractors (consultants, contractors and agency workers), and those using Integrity Action's IT systems in the following contexts:
  - a. When communicating on behalf of Integrity Action
  - b. In the course and scope of Integrity Action employment or engagement
  - c. Involving the disclosure of certain Integrity Action information (as described below)
  - d. Personally when it impairs work performance or threatens Integrity Action's reputation (as described below)
3. The policy is applicable globally and local laws take precedence.

### Exclusions

The policy is not intended to govern personal use of social media where that use occurs in personal time and using personal devices provided that it does not impair work performance or, as described below, threaten Integrity Action's reputation.

### Definitions

**Shall** – relates to an Integrity Action requirement.

**Should** – relates to a specific recommendation which is not mandatory.

**May** – relates to an option that is neither mandatory nor specifically recommended.

### Requirements

Integrity Action employees and contractor staff **may** use social media but there are certain requirements to be aware of.

You speak for yourself, but your actions could reflect on Integrity Action, so please be mindful of the impact your contributions might make to people's perceptions of Integrity Action. Remember that only those people with the appropriate Delegations of Authority (approved by the CEO or the board of trustees) may act as official Integrity Action spokespeople.

Integrity Action reserves the right to monitor and review the use of social media, and to remove content or request Integrity Action staff to remove content that Integrity Action reasonably considers is a breach of this or other Integrity Action policies. This is to ensure that Integrity Action's policies are complied with and for the purpose of protecting its reputation.

With regards to information gathered during the course and scope of Integrity Action employment, when using social media, individuals **shall**:

- Comply with applicable laws, including privacy laws, security policies and laws, and intellectual property rights.
- Not discuss or share confidential or sensitive Integrity Action information.

In addition to the requirements above, authorised Integrity Action employees and contractor staff using social media for **business use shall**:

- Have received management approval for the creation and use of a new channel, e.g. Integrity Action Facebook page.
- Not set up discussion groups for Integrity Action topics and/or employees on external sites without informing the Communications Manager.
- Understand the terms of service and usage of the channel being used, in particular in relation to the protection of Integrity Action intellectual property rights.
- Ensure that content published is informed and accurate.
- Correct mistakes immediately and be open about actions taken to correct such errors.
- Use caution when linking to third party content in case such redirection implies an endorsement of the content.
- Ensure media contacts made through social media are referred to the Communications Manager and/or EMT member as necessary.
- Monitor social media channels they have responsibility for, ensuring that the commenting policy is clear and adhered to - deleting comments that are abusive, obviously spam or have links to irrelevant or inappropriate websites/blogs.
- Not delete a comment just because there is disagreement with the commenter's point of view, because comments are an important part of the conversation and a foundational aspect of social media.

In addition to the requirements above, Integrity Action employees and contractors using social media **for personal use shall**:

- Ensure that personal usage related to Integrity Action is consistent with the staff handbook and does not damage Integrity Action's reputation.
- Not brand personal social media channels as an Integrity Action-owned channel or use Integrity Action logos or trademarks to infer Integrity Action branding.

When engaging in conversations about Integrity Action on social media, employees **shall**:

- Not disclose any identifying personal information obtained in the course and scope of your Integrity Action employment about people without their consent.
- Not engage in conduct that violates the staff handbook, including discrimination and/or harassment based on age, race, ethnicity, national origin, religion, gender, disability status, military status, sexual orientation, gender identity, or any other legally protected class, status or characteristic.

When engaging in conversations about Integrity Action on social media, employees **should**:

- When it is possible, identify themselves as an Integrity Action employee, for example when replying to a post or a comment on an Integrity Action channel such as an Integrity Action Facebook post.

### **Integrity Action social media accounts**

Facebook	<a href="http://www.facebook.com/IntegrityAction">www.facebook.com/IntegrityAction</a>
Twitter	@Act4Integrity
LinkedIn	<a href="https://www.linkedin.com/company/integrity-action">https://www.linkedin.com/company/integrity-action</a>
Instagram	@integrity_action
YouTube	<a href="https://www.youtube.com/channel/UC5UD9DkShKYriAoDI41Y8SA">https://www.youtube.com/channel/UC5UD9DkShKYriAoDI41Y8SA</a>
Blog	<a href="https://integrityaction.org/updates/blog">https://integrityaction.org/updates/blog</a>