



ISHANYA

Journey to Inclusion

ISHANYA INDIA FOUNDATION (IIF)

SOCIAL MEDIA EMPLOYEE GUIDELINES

EFFECTIVE DATE: 2nd February 2021

Date of Policy Approved By the Board: 1st February 2021



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We encourage all staff members to use social networking/media (Twitter, Facebook, Instagram, Blog, Pinterest, YouTube, Linked In, etc.) to connect with all our stakeholders including beneficiaries, volunteers, donors, partners, well-wishers, etc.

While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

While posting/commenting/networking on any social media platform, please do the following:

- **Use good judgment:** We expect you to use good judgment in all situations.
- **Be respectful:** Always treat others (including customers, non-customers, shareholders, co-workers, vendors, and competitors) in a respectful, positive, and considerate manner.
- **Be responsible and ethical:** Even though you are approved to represent the organization unless you are specifically authorized to speak on behalf of the company as a spokesperson, you should state that the views expressed in your postings, etc. are your own. Stick with discussing work-related matters that are within your area of job responsibility.
- **Be humble:** Our number-one goal is to offer each customer/parent great service, but we're certainly not perfect and we do make mistakes. Let's stay focused on working to deliver great service instead of bragging about it.
- **Be a good listener:** Keep in mind that one of the biggest benefits of social media is that it gives our parents, donors, beneficiaries & wellwishers another way to talk to us—to ask us questions directly and to share their feedback.

AVOID CONFLICT OF INTEREST

- Please ensure that you don't share the following:
- Confidential information about our Donors, Volunteers, Partners & all our stakeholders
- Do not publish, post or release information that is considered confidential or not public.
- Do not post any comparisons or differences in opinions about Partner organizations, Donor Agencies, Volunteers, Donors, Vendors, or our Competitors.
- If any member of the media contacts you, as always, refer them to the concerned person in the organization

PLEASE BE CAUTIOUS WITH RESPECT TO

- Posting Images & Videos about the organization, students, programs, announcements, updates, etc.
- Respect brand, trademark, copyright information, and/or images.
- Avoid linking to outside websites unless you trust the source.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links.
- When using Twitter, Facebook, and other tools, be sure to follow the printed terms and conditions of the respective website.

IN CONCLUSION

The purpose for you to become more actively involved with social media is to find additional opportunities to mobilize resources, celebrate achievements, & connect with our beneficiaries and share information with them.

Above all, remember to be humble & ethical

Note: Please talk with your supervisor/manager in case if you have any queries or doubts before posting.