



Social Media Policy

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Social media policy

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Introduction

This policy is for people who are employed or are interns at IM Individuell Människohjälp/Swedish Development Partner (IM) and use social media as part of their work and/or privately.

The policy is intended to create a framework that enables co-workers to feel confident when engaging in social media.

Social media refers to web-based networking platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs and so on. These tools create a unique way to communicate, both privately and professionally, as well as nationally and internationally, which is particularly relevant to IM due to the geographic scope of our organization. When used correctly, they have huge potential to spread our message, strengthen our brand and enable us to engage in discussions about our issues on different levels, with individuals, local groups and decision-makers, for example. However, the use of internet-based tools is not without risk: an ill-considered comment or post by an individual co-worker can be very damaging to the organization or our partners. Each individual's public persona – an integral part of using social media – also poses serious challenges to the organization's way of handling security issues.

As stated in IM's Code of Conduct, which all co-workers of IM must follow, social media cannot be regarded as a fully private sphere and in principle, communication in social media does not differ from communication in real life. Contracts and agreements that co-workers enter therefore also apply to social media.

Rules of conduct

- You are bound by a **duty of loyalty** through your employment contract. This means that you, as co-worker, should look after the employer's interests, and be discrete about matters concerning your employer. Never disclose information that could harm IM and if you have criticism you should seek to resolve these issues internally. Criticising your employer in social media without giving your employer the chance to resolve such issues represents a breach of the employment contract.
- Respect your **colleagues' integrity** – do not use their knowledge or refer to specific people without informing them. Never use another person's material without permission and ask before you take pictures of your colleagues. Make sure that you provide references and follow the applicable **copyright rules**.
- We are present on the internet as individuals, but our participation in social media can also impact the view of the organization that we are part of. Actions in social media channels, even though actions are done by the co-worker in a private capacity, shall not run contrary to IM's values and this policy as it might impact IM's image and reputation.
- **Neutrality** is an important part of being professional and when you are representing IM in social media you should remain neutral in party political and religious matters.
- Even if the **personal and professional** spheres often merge in social media, it is important to make a distinction between when you engage in social media as part of your work and when you do so privately, and also to clarify this to others. As a co-worker, you may mention your employment at IM

in your social media profiles. If you are not using social media as a channel on behalf of IM, you should make sure to clarify that you are using the tool privately. You can do this by stating that you are, for example, “tweeting as yourself” in your Twitter profile. Individual co-workers may not use “IM Individuell Människohjälp/Swedish Development Partner”, “IM” or similar in their username, e.g. @name on Twitter or in a blog title or URL.

A breach of IM’s social media policy is grounds for sanctions.