

SOCIAL MEDIA POLICY

Our Hand For Help Charitable Foundation Society

Effective Date: 1st Day of April 2021

I. About Social Media Policy

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services like WhatsApp or Google messenger that permit users to share information with others in a contemporaneous manner. This Policy is applicable to all Employee/ NGO member/ Volunteers of NGO or its subsidiaries in India, if any. Every Employee/ NGO member/ Volunteers has to strictly abide by the principles laid down in **Clause II** of this policy herein below.

II. Principles to be followed

The following principles apply to professional use of social media on behalf of **Our Hand For Help Foundation** herein after referred to as "NGO" as well as personal use of social media when referencing NGO viz:

- 1) Employee/ NGO member/ Volunteers need to know and adhere to the NGO's Code of Conduct, Employee Handbook, and other company and NGO policies when using social media in reference to NGO.
- 2) Employee/ NGO member/ Volunteers should be aware of the effect their actions may have on their image, as well as NGO's image. The information that Employee/ NGO member/ Volunteers post or publish may be public information for a long time.
- 3) Employee/ NGO member/ Volunteers should be aware that NGO may observe content and information made available by Employee/ NGO member/ Volunteers through social media. Employee/ NGO member/ Volunteers should use their best judgment in posting material that is neither inappropriate nor harmful to NGO, its Employee/ NGO member/ Volunteers, or clients.
- 4) Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

- 5) Employee/ NGO member/ Volunteers are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, Employee/ NGO member/ Volunteers should check with the authorized NGO spokespersons.
- 6) Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employee/ NGO member/ Volunteers should refer these inquiries to authorized NGO spokespersons.
- 7) If Employee/ NGO member/ Volunteers find or encounter a situation, while using social media, that threatens to become antagonistic, Employee/ NGO member/ Volunteers should disengage from the dialogue in a polite manner and seek the advice of a authorized NGO spokespersons.
- 8) Employee/ NGO member/ Volunteers should get appropriate permission before they refer to or post images of current or former Employee/ NGO member/ Volunteers, members, vendors, or suppliers. Additionally, Employee/ NGO member/ Volunteers should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- 9) Social media use shouldn't interfere with employee's responsibilities at NGO. NGO's computer systems are to be used for business purposes only. When using NGO's computer systems, use of social media for business purposes is allowed ex: Facebook, Twitter, NGO blogs and LinkedIn, but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- 10) Subject to applicable law, online activity that violates the NGO's Code of Conduct or any other NGO and Company policy may subject an employee to disciplinary action or termination.
- 11) If Employee/ NGO member/ Volunteers publish content that involves work or subjects associated with NGO, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent [Our Hand For Help Charitable Foundation Society] positions, strategies or opinions."

12) It is highly recommended that Employee/ NGO member/ Volunteers keep NGO related social media accounts separate from personal accounts.

For OUR HAND FOR HELP CHARITABLE FOUNDATION SOCIETY



CHANDRA PRAKASH

President & Founder

Date: 01 April 2021



Hand for Help

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