



Internal reference number:	POL: SM:2016: 1	
<b>Date created</b>	<b>Date latest revision approved (KYEEMA Board)</b>	<b>Next Review date</b>
31 May 2016	December 2017	December 2020

### Introduction

Kyeema Foundation (KYEEMA) is a non-governmental organisation that works predominantly to reach poorer members of communities in developing countries. KYEEMA is committed to operating in a respectful and professional manner on social media platforms in a way that reflects the organisation's values and Code of Conduct. KYEEMA is committed to communication that represents beneficiaries as equal partners in the development process and which subscribes to the new development paradigm of empowering change rather than giving aid.

### Purpose

The purpose of this document is to provide a framework for KYEEMA in operating social media platforms and communication tools.

### Guiding Principles

This policy is based on the principles of respect, integrity, professionalism, privacy and impartiality.

### Definitions

**Partners:** individuals, groups of people or organisations that collaborate with or are contracted by KYEEMA to achieve mutually agreed objectives in development activities.

**Social Media:** websites and applications that enable users to create and share content or participate in social networking. Social media may include:

- social networks, such as Yammer, Facebook and LinkedIn
- media sharing networks, such as Snapchat, Instagram, Soundcloud and YouTube
- bookmarking and content curation networks, such as Pinterest
- corporate networks, such as SharePoint and Skype
- blogging networks, such as WordPress or newshub
- micro-blogging networks, such as Twitter and Tumblr
- discussion forums, such as speechbubble and Whirlpool
- wikis, such as Wikipedia

**Post:** any shared or created content put on social media. This could be a post on Facebook, a message in Skype or content created and edited on Wikipedia.

**Volunteers** include persons undertaking an activity overseas or participating in professional development in their own country or overseas for the common good and without financial gain.

### Scope

This policy applies to all KYEEMA staff, Board members, partners and volunteers of KYEEMA. It also applies to contractors or consultants managing social media platforms and guest social media users such as volunteers, Board Members and partners

### Policy statement

KYEEMA's social media content is restricted to content that promotes KYEEMA and aid in general, in an apolitical manner.

The aim of KYEEMA's social media communications must be to create awareness about our work, evidence its impact and attract potential members, stakeholders and donors.

KYEEMA social media communications must reflect the vision, mission, purpose and values of the organisation.

KYEEMA will:

- Ensure depiction of local people is in a dignified, respectful manner, honestly portraying the diversity of local people and the context and complexity of the situations in which they live.
- Store a comprehensive database of images with known origins and permissions for communications purposes.
- In developing all communication materials, gain informed consent from local people and ensure that identifying any person will not endanger them.
- Observe proper copyright and reference laws in all communications. The authenticity of what employees post on social media is important. Questionable content should be verified with credible sources before posting or tweeting about it.
- Edit or amend any misleading or inaccurate content depicted in blog posts. The organisation will delete blog posts violating the Code of Conduct.
- **Not** disclose information on social media that is financial, operational, legal and confidential in nature that pertains to projects, partners, donors or beneficiaries.
- **Not** tolerate dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs. Employees should not respond to an offensive or negative post or comment by the public.

### Responsibilities

KYEEMA's Board is responsible for developing, adopting and reviewing this policy.

The Communications Manager in consultation with the KYEEMA Board, is responsible for the implementation of this policy, for monitoring changes in social media guidelines, and for advising on the need to review or revise this policy as and when the need arises.

Where compliance issues are identified, the Chief Executive Officer will work with staff and other relevant stakeholders to address these issues promptly. The policy will be reviewed every three years and revised as needed, with the approval of the Board.

### Information Source

ACFID Code of Conduct Quality Principle 6. Communication. Development and humanitarian organisations communicate truthfully and ethically.

<https://acfid.asn.au/use-the-code/quality-principle-6-communication>

### Related Documents

This Policy is to be read in conjunction with the:

*Kyeema Foundation Code of Conduct*



## Kyeema Foundation Social Media Policy

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*Kyeema Foundation Privacy Policy*

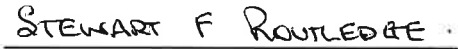
*Kyeema Foundation Social Media procedures including Image Consent form; blog/website approval process*

*Kyeema Foundation Image and Message Guidelines*

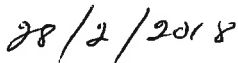
### Authorisation



Signature of Policy Officer



Name of Policy Officer



Date

