



WRITING THROUGH SOCIAL MEDIA POLICY

Social media is an important way of communicating Writing Through's message to our students, NGO partners, volunteers, donors and the wider community. Personal opinions from those known to work for or volunteer with Writing Through have the potential to influence the way in which Writing Through is seen, and so we need to have clear guidelines about the way in which our team should talk about Writing Through and its NGO partners, both professionally and in their personal accounts.

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram, Tumblr, YouTube and all other social networking sites, internet postings and blogs. It applies to the use of social media for business purposes as well as personal use that may affect our activities in any way.

PERSONAL USE OF SOCIAL MEDIA

Occasional personal use of social media during working hours is permitted so long as it complies with this policy, does not involve unprofessional or inappropriate content, and does not interfere with normal business duties, whether your own or that of another team member.

PROHIBITED USE

Avoid making any social media communications that could damage our business interests or reputation (or those of our NGO partners), even indirectly.

Do not use social media to defame or disparage Writing Through, our NGO partners, our or our NGO partners' volunteers, donors, staff or faculty, or any third party; to harass, bully or unlawfully discriminate against third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

Do not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardize our confidential information or those of our or our NGO partners' staff, faculty, students, donors or business partners. You must not post negative comments about our staff, volunteers, donors or business partners, or about our NGO partners' staff, faculty, students, donors or business partners.

Any misuse of social media should be reported to the Writing Through Director or Assistant Director.

GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications that will be published on the Internet for anyone to see.

You may disclose your affiliation with Writing Through or with one of our NGO partners on your profile or in any social media postings. If you disclose your affiliation with Writing Through or one of its NGO partners in your profile, adhere to the following guidelines:

- Exercise caution before posting any opinions about local or regional politics in areas where Writing Through or the NGO partner operates.
- If you post any opinion about issues that might pertain to Writing Through or one of its NGO partners, state that your views do not represent those of Writing Through or the NGO partner.

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- Ensure that your profile and any content you post are consistent with the professional image you present to the Writing Through community, our students and colleagues, and our NGO partners..

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the Writing Through Director or Assistant Director.

If you see social media content that disparages or reflects poorly on Writing Through or any of our NGO partners, you should contact the Writing Through Director or Assistant Director.

BREACH OF THIS POLICY

Breach of this policy by paid employees of Writing Through may result in disciplinary action up to and including dismissal. If a volunteer breaches this policy, Writing Through may terminate its relationship with that volunteer, with the result that the volunteer is no longer eligible to participate in future Writing Through programs. Any volunteer or member of staff suspected of committing a breach of this policy will be required to fully co-operate with our investigation. You may be required to remove any social media content that we consider to constitute a breach of this policy.