

Journey of Hope Botswana Social Media Policy

RESPONSIBILITIES OF VOLUNTEERS AND EMPLOYEES

Core Principle

Journey of Hope Botswana volunteers and employees are encouraged to use caution and tact when using social media in connection with the organisation.

Intent

To ensure the ethical and professional use of social media on behalf of the organisation as well as in the personal use of social media when referring to JOHB. Social media should be broadly understood to include blogs, wikis, micro blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to instantly share information with others.

Guidelines

- Volunteers need to know and adhere to JOHB's Code of Ethical Behaviour, volunteer training manual, and other organisation policies when using social media in reference to JOHB.
- Volunteers should be aware of the effect their actions may have on their images, as well as JOHB's image. Information volunteers post or publish may be in the public eye for a long time.
- Volunteers should be aware that content and information they make available through social media may be observed by JOHB. They should use their judgment in posting material that is neither inappropriate nor harmful to JOHB, its volunteers or sponsors.
- 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, libellous, embarrassing or that can create a hostile work environment.
- Volunteers are not to publish, post or release any information considered confidential or not for public consumption. If there are questions about what is considered confidential, volunteers should check with the committee and/or the co-ordinator or PR team.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Volunteers should refer these inquiries to authorised JOHB spokespersons.
- If while using a social medium volunteers encounter a situation that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of a committee member.
- Volunteers should receive appropriate permission before they refer to or post images of current or former volunteers, members, vendors or sponsors. Additionally, volunteers should obtain appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Subject to applicable law, online activity that violates the JOHB's Code of Ethical Behaviour or any other JOHB policy may result in a volunteer or employee facing disciplinary action or dismissal.