**1. Purpose**

**2. Scope – who is covered by this policy?**

**3. Why use social media?**

**4. Why do staff need to be cautious about using social media?**

**5. What needs approval from the agency? What doesn’t?**

**6. Best Practices**

* Be a good ambassador
* Get advice
* Think before you post information: of the BBC, New York Times, what your mother would say, your boss…
* Remember that it is hard to erase online information and images
* Think about safety

**7. Be aware**

* Respect your audience and uphold the agency’s values
* Respect other partners/agencies/governments
* Respect beneficiaries
* Respect your colleagues
* Avoid arguments

**8. Respect**

* Read social media website’s terms of service and privacy policy

**9. Rules and obligations**

* Use a disclaimer
* Do not share confidential information
* In certain situations, you may be asked to restrict social media communication
* Be the first to admit a mistake
* Use your best judgement
* Protect your own privacy
* Respect copyright laws
* Respect Health & Safety laws
* Do not use the agency’s logo
* Stay focused on your job
* After your assignment, confidentiality rules still apply
* Keep security in mind, e.g.

**10. Rules and obligations**

**11. Consequences of non-compliance**

Note that social media policy must comply with legal requirements and with good practice. Consult HR and legal advisors on, for example, staff privacy, safety, and data protection. Respect workplace agreements.

Some agencies have suggested asking staff to sign a consent form allowing the agency to close down their personal online presence in a crisis.

* *See also the People In Aid Code on staff consultation*

**Never post details of staff schedules, routes, visits or addresses**