

05. SOCIAL MEDIA 2021



CANSUPPORT SOCIAL MEDIA POLICY (2021)

OVERVIEW

As a responsible organization dedicated towards society and social work, CanSupport endeavors to protect its brand reputation and to deliver a consistency in its outreach to the stakeholders. The policy hereinafter specified, is a step to integrate our efforts to protect and establish clear guidelines for Individuals/Employees/interns/volunteers associated with CanSupport using social media.

WHAT WE MEAN BY SOCIAL MEDIA

Social media includes all forms of communications for example posting content on the Internet, including personal web pages, message boards, networks, communities, blogs, and social networking websites such as Facebook, Twitter, LinkedIn, Tumblr, and Instagram, etc.

OBJECTIVES:

The objectives of this policy is to outline:

- Clear guidelines for Individuals/employees/interns/volunteers/members associated with CanSupport using social media.
- Establish clear line between usage of social media for personal use and official use.
- Protect CanSupport against liability for the actions of all Individuals/Employees/interns/volunteers, members associated with CanSupport using social media.
- Violation of the above policy and guidelines by all Individuals/Employees/interns/volunteers/members associated with CanSupport may lead to strict disciplinary action and termination of their association with CanSupport.

APPLICABILITY

This policy will be applicable on all Individuals/Employees/interns/volunteers/members associated with CanSupport using social media.



CANSUPPORT OFFICIAL SOCIAL MEDIA CHANNELS

CanSupport has official presence on following social media platforms:

Facebook:

Instagram:

Twitter:

LinkedIn:

Youtube:

WHO IS RESPONSIBLE FOR OFFICIAL MANAGEMENT OF CANSUPPORT SOCIAL MEDIA HANDLES?

The official handle of CanSupport social media is managed by CanSupport communications department. While representing CanSupport on external/digital platforms and forums, Only designated **senior leadership and management** are authorized to represent CanSupport. In case the person is not part the senior leadership or management, a formal approval needs to be taken from the Operation committee or CanSupport CEO may authorize such permission.

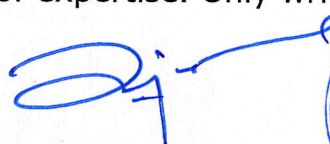
CODE OF CONDUCT

(FOR INDIVIDUALS /EMPLOYEES /INTERNS /VOLUNTEERS / MEMBERS ASSOCIATED WITH CANSUPPORT USING SOCIAL MEDIA)

DO'S

All Individuals/Employees/interns/volunteers/members associated with CanSupport Employees are expected:

1. To act in a responsible manner. They must be conscious of the fact that they are ambassadors of CanSupport and their actions can have serious ramifications on CanSupport's image.
2. To maintain the sanctity of communication and preserve Non-public, confidential and privileged information from reaching people outside official channels.
3. To Stick to their area of expertise. Only write about what they know.



4. In case you would like to publish content that refers or includes anything about CanSupport, please seek approval from the Communication department in writing
5. To maintain privacy of patients laid out by the organization. One such rule is that no one is allowed to capture photographs of patients without consent of the patient and their concerned superiors.
6. To update your employment information on social media sites in case leaving/ disassociating from CanSupport.
7. To use disclaimer "All opinions are my own" in case of talking about CanSupport in any forum of social media platforms.
8. In case you find content about CanSupport or any of the people or programs associated on social media which is disrespectful or can harm the reputation of CanSupport, please do report it to the Communication team

DON'TS

1. CanSupport stands firmly against remarks/acts that are sexist, racist, insulting religious sentiments, and harming dignity of an individual. Employees are also expected to refrain from discussing politics.
2. All Individuals/Employees/interns/volunteers associated with CanSupport are expected to not make any personal representations that aim to/can potentially harm the interests and image of CanSupport among public.
3. Do not use the name CanSupport while expressing any views, unless authorised.
4. Ex-employees are not supposed to present themselves as being engaged with CanSupport after their service.
5. No employee is permitted to click personal photos with any patient, logo of CanSupport or any other image/object that is representation of CanSupport.
6. Never to seek for funds for CanSupport without intimating your superiors about the same. All the fundraising activity of CanSupport has to go through **Resource Mobilization Department**.
7. Do not use aliases, misrepresent your relationship with CanSupport or otherwise attempt to mislead the audience.

