



SKZ Department
of Policy and Governance

Saya-E-Khuda-E-Zuljalal Social Media Policy

Policy Number - 0002

Approved on - 01 December 2023

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Introduction:

SKZ Foundation recognizes the importance of social media as a tool to raise awareness, engage with the community, and support our mission of improving the lives and education of slum communities. This Social Media Policy outlines the guidelines and expectations for the responsible and effective use of social media by employees, volunteers, and representatives of the NGO.

1. Purpose of Social Media Use:

Social media platforms should be used to promote the SKZ's mission, share success stories, raise awareness, and engage with the community.

2. Personal Responsibility:

When posting on personal social media accounts, employees and volunteers are encouraged to express their own views but should make it clear that their views are personal and not representative of the SKZ's stance.

3. Respect and Sensitivity:

Show respect and sensitivity towards the slum communities we serve, avoiding any negative or harmful comments.

Do not share sensitive or confidential information about beneficiaries without proper consent.

4. Accuracy and Authenticity:

Ensure that all information shared on social media is accurate and up-to-date.

Use authentic and credible sources when sharing information related to the SKZ's work or issues affecting slum communities.

5. Privacy and Consent:

Respect the privacy of beneficiaries and community members. Do not share personal information without explicit consent.

Obtain written consent before posting photos, videos, or personal stories of beneficiaries.

6. Transparency:

Clearly identify yourself as an employee, volunteer, or representative of the SKZ when discussing SKZ-related matters on social media.

7. Conflict Resolution:

In case of disputes or negative interactions on social media, handle them professionally and avoid engaging in heated arguments.

Report any significant issues to the designated authority within the SKZ.

8. Use of Official Accounts:

Only authorized individuals should have access to and manage official NGO social media accounts.

Posts on official accounts should align with the SKZ's mission and values.

9. Social Media Guidelines for Events and Campaigns:

Establish clear guidelines for live-tweeting, posting updates, and interacting with the audience during events or campaigns.

Monitor and moderate comments on social media posts to ensure a respectful and positive environment.

10. Compliance with Laws and Regulations:

Adhere to all applicable laws and regulations, including copyright and intellectual property laws, when posting content on social media.

11. Training and Awareness:

The NGO will provide training and awareness sessions to employees and volunteers on the proper use of social media in line with this policy.

12. Consequences of Policy Violations:

Violations of this Social Media Policy may result in disciplinary action, including but not limited to warnings, suspension, or termination, depending on the severity of the breach.

Conclusion:

By adhering to this Social Media Policy, employees, volunteers, and representatives of Saya-E-Khuda-E-Zuljalal Foundation can contribute positively to our mission while maintaining professionalism and respect for the communities we serve.