

Social Media Policy

Purpose

ACVVS recognizes the importance of social media as a communication and engagement tool. This policy outlines the guidelines and expectations for the responsible and ethical use of social media by staff, volunteers, board members and individuals associated with the organisation. The purpose of this policy is to ensure that social media is used effectively, ethically, and in a manner that upholds the organisation's reputation, values, and mission.

ACVVS encourages the responsible and ethical use of social media to support our mission while maintaining the highest standards of professionalism, privacy, and respect.

Scope

This policy applies to all staff, volunteers, contractors, and individuals connected with ACVVS who engage in social media activities related to the organisation.

Personal vs. Professional Use:

When representing ACVVS, whether in an official or personal capacity, individuals must adhere to this policy.

Personal social media accounts should clearly state that the views expressed are personal and do not represent the organisation's official stance.

Responsible Posting:

Always use respectful and professional language in social media posts and interactions related to ACVVS.

Avoid making negative, defamatory, or disparaging comments about the organisation, colleagues, volunteers, clients, or partners.

Confidentiality and Privacy

Do not disclose confidential, sensitive, or proprietary information related to ACVVS on social media. This includes client information, financial data, and internal discussions.

Respect the privacy and confidentiality of recipients, staff, and volunteers. Do not post or share personal information without consent.

Official Social Media Accounts

Only authorized individuals are allowed to manage and post on official ACVVS social media accounts.

Information posted on official accounts must be accurate, up-to-date, and aligned with the organisation's mission and values.

Social Media Engagement

Engage respectfully with followers and respond promptly to inquiries, comments, or concerns when appropriate.

If faced with negative feedback or complaints, handle them professionally and privately. Avoid engaging in public disputes.

Use of ACVVS Brand

Respect the organisation's brand and logo. Do not modify or use them inappropriately in social media posts or profiles.

Reporting Concerns

Report any social media activity that may compromise the organisation's reputation or privacy to your ACVVS Coordinator or the Management Committee.

Personal Accounts

Be cautious when connecting with recipients, colleagues, or volunteers on personal social media accounts, and maintain appropriate boundaries.

Do not use personal social media accounts for solicitation or fundraising on behalf of ACVVS without proper authorization.

Consequences of Violation

Violation of this policy may result in disciplinary actions, up to and including termination of employment or volunteering.

Legal action may be taken for serious breaches or illegal activities.