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SOCIAL MEDIA POLICY

PURPOSE:

To ensure clarity of use and guidance for staff, youth and all users regarding the use of social media and networking applications. This policy applies to the use of social media for both business and personal purposes, whether during working hours or otherwise. This policy applies regardless of whether the social media is accessed using company IT facilities and equipment or equipment belonging to members of staff, youth or any other IT/internet-enabled equipment.

This social media policy applies to all International Youth Foundation (hereafter, IYF) staff members, partners, program participants, Board Members, and contracted personnel. This policy covers all social media and media platforms, social networks, blogs, photo sharing, wikis, online forums and video sharing. Use of IYF's social media platforms or personal use of social media constitute acceptance of this Policy and its requirements.

DEFINITIONS:

In this policy, program participants are **children,** defined as those under the age of 18, regardless of the local age of consent, and **young people**, those who are between the ages of 18 and 29.

Blog: An online journal that contains entries or posts that consist of text, links, images, video or other media and is usually between 500-900 words.

Controversial Issues: Issues that form the basis of heated debate, often identified in political campaigns as wedge issues, since they provoke a strong emotional response. Examples include political views, health care reform, education reform, and gun control.

Copyrights: Copyrights protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form, such as literary works, graphical works, photographic works, audiovisual works, electronic works and musical works. It is illegal to reproduce and use copyrighted content publicly on the Internet without first obtaining the permission of the copyright owner.

Cyberbullying: Any act online that deliberately threatens, harasses, intimidates an individual or group of individuals; places an individual in reasonable fear of harm to the individual or damage to the individual's property. This may include but is not limited to email messages, instant messaging, text messaging, cellular telephone communications, Internet blogs, Internet chat rooms, Internet postings and defamatory websites.

Hosted Content: Text, pictures, audio, video, or other information in digital form that is uploaded and resides in the social media account of the author of a social media disclosure. If you download content off the Internet, and then upload it to your social media account, you are hosting that content. This distinction is important because it is generally illegal to host copyrighted content publicly on the Internet without first obtaining the permission of the copyright owner.

Inbound Links: A hyperlink that transits from one domain to another. A hyperlink

that transits from an external domain to your own domain is referred to as an inbound link. Inbound links are important because they play a role in how search engines rank pages and domains in search results.

Microblogging: Posting brief and frequent updates online. Unlike traditional blogs, which are often hosted on a custom website, microblogs are typically published on social media sites like Twitter, Instagram, Tumblr and Facebook.

Official Content: Publicly available online content created and made public by IYF, verified by the fact that it is accessible through the IYF website.

Professional Social Media: Work-related social media activity that is either program-based (e.g., a IYF establishing a Facebook page for an initiative or program, an IYF project team establishing a blog for a cohort), or non-program based (e.g., Emerging Leaders Podcast).

Social Media Account: A personalized presence inside a social networking channel, initiated at will by an individual. YouTube, Twitter, Facebook, Instagram, Snapchat, and other social networking channels allow users to sign-up for their own social medial account, which they can use to collaborate, interact, share content, and post status updates. When a user communicates through a social media account, their disclosures are attributed to their User Profile.

Social Media Channels: Blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email, or other existing or emerging communications platforms.

Social Media Disclosures: Blog posts, blog comments, status updates, text messages, posts via email, images, audio recordings, video recordings, or any other information made available through a social media channel. Social media disclosures are the actual communications a user distributes through a social media channel, usually by means of their social media account.

STAFF GUIDELINES

Social Media on IYF Platforms

- IYF staff members are personally responsible for the hosted content they publish online. Be mindful that what you publish on social media channels will be public for a long time— protect your privacy using strict privacy settings.
- Staff must ensure that, wherever possible, and where the social media site allows, their privacy settings on social media sites are set so that program participants cannot access information relating to their personal lives or follow them on their personal accounts.
- When posting online, please remember that you are an employee of IYF and representative of your colleagues, program participants, parents and the local community.

- Your online behavior should reflect the same standards of honesty, respect and consideration that you use face-to-face.
- Cyberbullying is not to be tolerated in virtual spaces and activities facilitated and managed by IYF staff. Any incidence of cyberbullying should be reported to their supervisor immediately. All cyberbullying incidents are to be taken seriously.
- Blogs, wikis, and podcasts are an extension of your program and considered official content. What is inappropriate in the context of a program should be deemed inappropriate online.
- Do not post photos or movies of fellow IYF staff members without their permission.
- Do not use photos or movies taken at program events/locations without an IYF Media Release form. Consult the program director for other relevant release forms. Do not post photos or movies that contain children and young people without written consent or parental consent for those who are under 18.
- There are many websites that allow users to share personally created movies. You are responsible for all you do, say, and post online including videos. Anything posted online should represent you in a professional manner as others will see you as connected to IYF.
- To provide equal, age-appropriate access for program participants to course materials, staff should limit program activities to IYF-approved online tools, such as Microsoft Teams, LinkedIn, and Atlas.
- New social-networking tools and features are being continually introduced which may or may not be appropriate for program use. If a staff member finds a networking tool that they think will be useful in facilitating program activities, they must contact their immediate supervisor, the Digital Development team, and our IT firm/consultant for approval.
- When posting online be sure not to post confidential program participant information.

<u>Social Media on Personal Platforms</u>

- IYF staff and staff members are personally responsible for all comments/information and hosted content they publish online. Be mindful that things such as Tweets and Status Updates will be visible and public for a long time.
- By posting comments, having online conversations, etc. on social media sites you are broadcasting to the world, be aware that even with the strictest privacy settings, what you 'say' online should be within the bounds of professional discretion. Comments expressed via social networking pages under the impression of a 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum.

- Comments related to IYF, its staff members, staff and/events related to IYF, should always meet the highest standards of professional discretion. When posting, even on the strictest settings, staff should act on the assumption that all postings are in the public domain. Please help to preserve both confidentiality and professionalism. The use of gossip about program participants, colleagues, or the organization is prohibited.
- Before posting photographs and videos, permission should be sought from the subject where possible. This is especially the case where photographs of professional colleagues are concerned.
- Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism.
- Photographs relating to alcohol or tobacco use may be deemed inappropriate. If posting alcohol or tobacco on your personal social media accounts, you should not bear the IYF logo. Remember, your social networking site is an extension of your personality, and an extension of your professional life and program. If it would seem inappropriate to put a certain photograph on a physical wall, then it should be considered inappropriate to post online.
- Microblogging (Twitter, Facebook, Tumblr, Instagram, etc.) comments made using such media are not protected by privacy settings. Staff members should be aware of the public and widespread nature of such media and refrain from any comment and/or #hashtags that could be deemed unprofessional. #(Hashtags) that tag program participants and provide personal financial gain are prohibited. IYF program participants are not to be used as a promotional audience.

STAFF- PROGRAM PARTICIPANTS RELATIONS

Staff members are prohibited from establishing personal relationships with program participants that are unprofessional and thereby inappropriate. Examples of unprofessional relationships include, but are not limited to:

- Staff members fraternizing or communicating with program participants as if staff members and program participants were peers such as writing personal letters or emails; “texting” program participants; calling program participants on cell phones or allowing program participants to make personal calls to them unrelated to program activities; sending inappropriate pictures to program participants; discussing or revealing to program participants’ personal matters about their private lives or inviting program participants to do the same (other than professional counseling by a counselor).
- Engaging in sexualized dialogue, whether in person, by phone, via the Internet or in writing.

Staff members will be subject to disciplinary action if it is discovered that inappropriate personal information was shared on Facebook, Twitter or other similar websites that include such as, but not limited to:

  - Provocative photographs, sexually explicit messages, use of alcohol, drugs or anything youth are prohibited from doing. Staff members must understand that if program participants, parents, or other community-based organization staff members obtain access to such information, the case will be investigated by their supervisor and senior leadership, and if warranted, will be disciplined up to and including termination, depending on the severity of the offense. The employee may have their case forwarded to the appropriate state department for review and possible further sanctions.
  - IYF's IT consultant reserve the right to conduct Internet searches to determine if staff members have posted inappropriate materials online. If inappropriate use of computers and websites is discovered, the Director or designees will download the offensive material and promptly bring misconduct to the attention of the administration.
- Staff must not have 1:1 communication, including direct messaging (DM), with youth through private or personal channels, apart from via IYF email accounts, and authorized accounts such as but not limited to Google Classroom, Microsoft Teams, WhatsApp, Blackboard learn, LinkedIn or Moodle. Any communication with youth through mobile devices or text messaging must adhere to group level communication practices.
- Staff should not request or accept any current youth of IYF of any age as a friend, follower, or subscriber or similar on personal social media accounts unless they are the parent of the youth or a close family member.
- Staff should not request or accept any ex-student of IYF under the age of 18 as a friend, follower, subscriber or similar on any personal social media account unless they are the parent of the youth or a close family member.
- Use professional discretion when "friending" or approving access to alumni 18 and over.
- Staff members are not permitted to encourage youth (under 18) enrolled at IYF to create Social Media Accounts of any kind.
- Staff members who choose to utilize Facebook, Twitter, Instagram or any other Social Media Platform to provide program or initiative information to program participants and parents must create a "program initiative" page, which must be pre-approved by the program director and related parties. Posts must be exclusively about program activities and be accessible by other staff and administration.
- If an employee would like to use social media as a form of communication with a group (class, team, etc.), then he/she should create an account/group page exclusively for that purpose that contains no personal information. Permission to do so must be obtained from your supervisor, program director, the Director of Marketing and Communications. Staff members will be required to have an administrator or division head as an administrator in the group (with user ID and password).

- Use professional discretion when connecting on social media with alumni 18 and over.

STAFF-PARENT RELATIONS

- In a small community, it would be virtually impossible to not engage in social networking with parents of current or former program participants.
- Staff should be cautious in entering into social networking relationships with parents of current program youth. While a social networking site like Facebook might seem to be a good way to communicate with current parents, it should be limited to the purpose of official program communication.

LIKING AND COMMENTING PROFESSIONALLY:

Retweeting, linking, and "liking" on various social media platforms implies endorsement. Use your best judgment when interacting with organizations and individuals online. When linking to other content, be sure to check the links not only to ensure that they are working, but also to ensure the appropriateness of the content being linked to.

IYF welcomes comments/posts as a means of engaging in conversation. Each professional social media account is moderated, and all comments/posts are reviewed by the Marketing and Communications department. To ensure conversations remain informative, respectful of diverse viewpoints, and lawful, comments including the following are not permitted:

- **Off topic** - Comments not related to the original subject of page entries will be removed.
- **Spam** - Comments focused on selling a product or service will not be posted.
- **Personal attacks** - If a reader disagrees with a post, the organization encourages direct contact with the Communications Department. Community members are asked to refrain from personal attacks or being disrespectful of others.
- **Illegal** - Laws governing use of copyrights, trade secrets, etc., will be followed.
- **Language** - Comments including, but not limited to profanity, discriminatory language, hateful, racially or ethnically offensive or derogatory content, threats, obscene, or sexually explicit content will be deleted. This includes specific names of, program participants, and other IYF staff members and patrons.
- **Links** - Links posted by fans to outside websites will not be permitted for any purpose.

CYBERBULLYING:

Cyberbullying by a youth or adult directed toward another youth or adult is conduct that disrupts both a youth's ability to learn and creates an unsafe environment. IYF prohibits acts of cyberbullying by IYF youth or adults using any IYF owned, operated, and supervised technologies. The Director or designee may report allegations of

cyberbullying to law enforcement authorities.

Any act online that deliberately threatens, harasses, intimidates an individual or group of individuals; places an individual in reasonable fear of harm to the individual or damage to the individual's property is considered cyberbullying. Any program participant or staff member that believes they have or are being subjected to cyberbullying, as well as any person who has reason to believe a participant or staff member has knowledge or reason to believe another youth or staff member is being subjected to or has been subjected to cyberbullying shall immediately make a report to their supervisor. IYF has a zero tolerance against cyberbullying and each reported instance will be handled in accordance with local rules, policies and guidelines.

Any inappropriate comments on, or abuse of, company-sanctioned social media and/or social media accounts using the name, logo, or likeness of IYF in some way, should immediately be removed and reported to the Director of Marketing and Communications, Child Protection and Safeguarding Task Team, and the EVP of Program. It is the responsibility of everyone using the site and social media in general to report abuse immediately.

SEXTING:

- Youth and guardians should be aware that sexting between teenagers can lead to prosecution under state and federal child pornography laws, carrying serious penalties. If a minor is convicted of crimes associated with sexting (including creating, sending, or sharing), they may face prison time, hefty fines, and likely be required to register as a sex offender. These consequences apply regardless of whether the sharing is consensual and even when both parties are minors.
- If a program participant is found sharing or distributing such material through IYF social media or learning platforms, they will violate the organization's behavioral policies, and parents/guardians will be notified. As mandated reporters of child abuse and neglect, staff are required by law to report known occurrences to law enforcement.
- When discussing personal technology use with program participants, advise them that engaging in sexting (as either sender or recipient) can have lifelong consequences. In addition to potential prison sentences and fines, some states mandate that convicted individuals register as sex offenders. For example, in the United States, the Sex Offender Registry is a public list that can severely impact one's ability to live a normal life, including restrictions on living, working, or loitering near schools, and making employment opportunities difficult. Be familiar and comply with local laws related to the creation and sharing of explicit sexually explicit content. While topics of this nature may feel challenging to approach, it is important to take the time to speak with program participants about the consequences of these behaviors. We at IYF aim to provide a safe and healthy environment for our program participants and are sharing this

information to ensure awareness and protection for our youth, and in support their successful futures.

BLOGGING GUIDELINES AND BEST PRACTICES

IYF continues to explore how online discourse through social media channels can empower program participants and staff. IYF is committed to continuing to explore new technologies and their best practices. These Blogging Guidelines and Best Practices will help staff members to make appropriate decisions about IYF -related blogging, blog content curation, and your responses to comments and blogs. The lines between public and private, personal and professional are often blurred in the digital world. By virtue of staff members identifying themselves as IYF staff members online, they are connected to colleagues, program participants, parents and the local community. Staff members should make sure that content associated with them is consistent with their work at IYF.

- All blogs and other media will be posted and removed at the discretion of the Communication Department or Director.
- When blogging, staff members should be respectful of their colleagues. Be thoughtful and accurate in your writing, and respectful of how the IYF community may be affected.
- Remember that blogs are brief and should not exceed more than 900 words. Be concise and know your audience.
- Staff members should not comment on IYF legal matters, unless approved by the HR and Communications Director. In addition, blogging about IYF decisions, financial information or other issues which may be controversial, please contact your Director before publishing your post.
- When blogging online, do not post sensitive or confidential youth participant information, for example where they live and work. If you are unsure of what is considered sensitive or confidential, contact your Communication Department.
- Staff members should include disclaimers within their personal blogs and social media accounts that the views are their own and do not reflect on IYF.
- Virtual spaces established for IYF projects do not require a disclaimer, but staff are encouraged to moderate content contributed by program participants.
- Remember to respect copyright and fair use guidelines. Be sure not to plagiarize and give credit when it is due.
- Blogs and comments related to IYF should always meet the highest standards of professional discretion. When posting or blogging, even on the strictest settings, staff should act on the assumption that all postings are in the public domain.

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POLICY CHANGES:
IYF reserves the right to change this policy at any time without notice, particularly as new social media and AI platforms emerge. Nothing in this Policy is intended or should be construed as an agreement or contract between an employee, intern, or volunteer and IYF.

EFFECTIVE DATE OF POLICY:
This policy shall be effective as of October 30th, 2024, and is subject to amendment by IYF from time to time.

Date	Action
June 2024	Policy created by Safeguarding Steering Committee
October 30th, 2024	Policy implemented

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