

RESPONSIBLE USE OF SOCIAL AND DIGITAL MEDIA POLICY

SHREEL FOUNDATION



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REPOSNIBLE USE OF SOCIAL AND DIGITAL MEDIA POLICY

1. Purpose

This policy is designed to ensure that all information published on social media platforms by Shreel Foundation, its employees, volunteers, and partners is accurate, respectful, compliant with Indian laws, and consistent with the organisation's mission and reputation. It safeguards Shreel Foundation from the risks of misinformation, privacy violations, reputational damage, and misuse of its name or programs.

2. Scope

This policy applies to:

- All employees, volunteers, board members, consultants, and authorised partners of Shreel Foundation.
- All social media platforms, including but not limited to Facebook, Instagram, YouTube, WhatsApp, LinkedIn, and X (formerly Twitter).
- Both official organisational accounts and personal accounts where individuals reference or represent Shreel Foundation.

3. Key Guidelines

1. **Authorised Posting:** Only individuals authorised by the Secretary or Communications Officer may post on Shreel Foundation's official social media accounts.
2. **Content Approval:** All posts regarding organisational projects, beneficiaries, events, or financial details must be reviewed and approved by the Secretary or designated authority prior to publication.
3. **Accuracy and Integrity:** All shared information must be factually correct, respectful, and aligned with Shreel Foundation's mission. Spreading rumours, unverified data, or political/religious endorsements is strictly prohibited.
4. **Privacy and Consent:** Names, photographs, or videos of beneficiaries (especially minors or vulnerable groups) may only be published after obtaining written consent and following legal privacy standards.
5. **Branding and Representation:** Content must follow Shreel Foundation's branding, logo usage, and communication standards. Posts must not portray the organisation, staff, or partners negatively.
6. **Personal Accounts:** Employees and volunteers may not present personal opinions as official organisational positions. They must avoid posting any content that damages Shreel Foundation's reputation.
7. **Prohibited Content:** Sharing confidential documents, donor details, internal policies, or any sensitive operational information is strictly forbidden without explicit approval.

4. Compliance and Enforcement

- Any violation of this policy will be subject to disciplinary action, which may include warnings, removal of content, suspension from duties, or termination of association with Shreel Foundation.
- Legal action may be taken in cases of deliberate defamation, breach of confidentiality, or violation of Indian laws related to IT, copyright, or privacy.

5. Responsibilities

- Secretary (Rakesh Verma):** Oversees enforcement of this policy and approves major communications.
- Communications Officer (or designated staff):** Manages and monitors official social media accounts, reviews content, and ensures compliance with branding and legal requirements.
- All Staff and Volunteers:** Must familiarise themselves with this policy and ensure any online content related to Shreel Foundation adheres to these rules.

6. Review and Updates

This policy will be reviewed from time to time by the Governing Body to ensure its effectiveness and updated as required to reflect legal, technological, and organisational changes.

Approved by
Secretary, Shreel Foundation
Dated: 21.05.2024