

SOCIAL MEDIA POLICY

World Vegetable Center

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The World Vegetable Center values and respects the rights of its employees to engage in social media exchanges.

This policy provides guidance for the use of social media at the World Vegetable Center. Social media include blogs, wikis, tweets, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other services that permit users to share information with others.

The following principles apply to:

- **professional use** of social media on behalf of the World Vegetable Center
- **personal use** of social media when referencing the Center

PROFESSIONAL USE

1. Keep World Vegetable Center social media accounts separate from personal accounts.
2. Information published on social media can circulate widely and last for a long time. Employees should be aware of the effect their posts may have on the Center's reputation.
3. Employees should not post material that is inappropriate or harmful to the Center, its employees, partners, or beneficiaries. Do not post comments, content, or images that could be construed as slurs on race, ethnicity, sex, religion, physical disabilities, etc.
4. Do not post or release confidential information (i.e. financial, operational, strategic, legal). If you have a question about what is considered confidential, check with your supervisor, the Human Resources Director, or the Director of Communications.
5. It is a good practice to ask before posting images of current or former employees, partners, or beneficiaries. Be sure to acknowledge and credit copyrighted material, trademarks, or other intellectual property. Verify questionable content with credible sources before posting or tweeting it.
6. If you get into trouble online, correct the mistake immediately. Alert the Director of Communications.
7. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Refer these inquiries to the Director of Communications.
8. Project managers seeking to launch social media for their projects should first discuss options with the Director of Communications.

PERSONAL USE

1. If you post content about subjects associated with the Center through a personal social media account, you should add a disclaimer such as this: "The postings are my own and may not represent the positions, strategies or opinions of the World Vegetable Center."
2. Be careful when discussing topics in which emotions run high (e.g. politics and religion). Show respect for others' opinions. If a social media exchange becomes threatening or antagonistic, disengage from the dialogue in a polite manner.

3. Intensive personal use of social media networks during work hours is discouraged. Do not let social media monopolize your work time or compromise your performance.

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