

1. INTRODUCTION

We believe that social media provide exciting and powerful communications tools that can have a significant positive impact on organizational, professional and personal profiles and reputations. Examples of social media include but are not limited to Instagram, Twitter, Facebook and YouTube.

Social media offers fun and creative ways to interact. By using it as a part of our overall CISV communications strategy, we can even more effectively tell the wonderful stories about our people and programmes, and support our purpose to educate and inspire action for a more just and peaceful world.

2. HOW THESE GUIDELINES LINK TO CISV POLICIES

The following guidance outlines CISV International’s expectations of its employees and volunteers (CISVers) regarding social media and form part of the CISV International Communications Policy. You will also see that some of the content reflects exactly what is in the CISV International Child Protection Policy. **At all times CISVers need to follow the same behavioural standards online as they would in real life.** The same laws, expectations, and guidelines for interacting with participants, parents, alumni, donors, media, and other CISV audiences apply online as in the real world.

3. PURPOSE:

The purpose of these guidelines is to encourage the use of social media in a way that:

- Protects children
- Protects yourself
- Protects CISV
- Protects the rights of others

4. SCOPE:

These guidelines apply to all CISVers and their use of social media, whether for official CISV use or for personal use, where you are identifying yourself as a CISVer.

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5. GUIDELINES FOR OFFICIAL USE - for accounts representing CISV

a) Permission and Access

You may not open a social media account in the name of CISV, CISV International or any CISV National Association, Chapter or Junior Branch unless you have permission; see below.

- **CISV International accounts.** The main CISV International accounts are the hub of our social media communications. New accounts require prior approval of the Communications and Fundraising Manager. The Communications and Fundraising Manager must have access to all CISV International social media accounts and will ensure that a record of passwords and account holders is maintained.
- **CISV International Junior Branch accounts.** New accounts require prior approval by the IJB Team and the Communications and Fundraising Manager. The IJB Team must have access to all CISV International Junior Branch social media accounts and will maintain a record of passwords and account holders.
- **CISV National Association, Chapter and Junior Branch accounts:** New accounts require prior approval of the appropriate member of your Chapter/NA or Junior Branch board. Your Chapter or NA must be provided with a record of the password/s and account users.

CISV accounts remain the intellectual property of CISV, and not the CISVers who open them. CISVers should not change the passwords, usernames etc. and should not take them with them if/when they are no longer an authorised user of the account or leave the organization. When a CISVer is no longer an authorised CISV social media account holder they must not sign in to CISV social media accounts.

b) Branding and Values

Always maintain the CISV brand. All CISV accounts must have a consistent 'look and feel'. Please consult "Looking Good", CISV's Brand Guidelines, for more information.

Be a good ambassador. While using social media networks and tools is a personal decision, the online behaviour of CISVers in positions of responsibility reflects on the organization. Your posts must reflect and uphold the values of CISV – Friendship, Inclusiveness, Enthusiasm, Engagement, and Cooperation.

c) Content and Planning

Strive for accuracy; get the facts straight before posting them on social media. Review your content for grammatical and spelling errors.

Pictures or videos of children and youth on CISV social media sites should be limited to documentation or promotion of group activities and must not be used for the

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identification of individual group members. “Tagging” or other identification of minors shown in photos or videos is not permitted. Remember that photographs uploaded onto social media sites can easily be copied by visitors.

Do not use social media to communicate news that should be properly communicated directly to participants and their families through official channels, for instance programme changes or cancellations or issues arising during a programme.

Remember your audiences; be aware that a presence in the social media world is, or easily can be made, available to the public at large.

Do not, as an official CISV account user, engage in online debate or argument.

Make the most of the opportunities that social media networks provide by making them part of your communications plan. Effective communication is brief, driving visitor ‘traffic’ to your CISV website (include a link).

Read and follow the terms of service and existing guidelines outlined by each individual social media channel.

6. GUIDELINES FOR ALL CISVERS – for official CISV use and personal use of social media where you may be identifying yourself as a CISVer.

a) Using the CISV logo

The CISV logo is the intellectual property of CISV International. Please follow the CISV International brand guidelines, “Looking Good”.

b) Content

Consider carefully the content of your social media accounts when identifying yourself as a CISVer and posting about CISV; could your posts or other account content bring the organization into disrepute? Once something has been posted, it lives somewhere permanently, even after you “delete” it. The “rule of thumb” - never post anything that you would not be comfortable seeing quoted on the news, being asked about by your mother or having to explain to your boss.

c) Privacy and Copyright

Respect the privacy of others. Respect the confidential nature of personal and privileged information. Never publish personal information (including images and videos) of other people without their permission, and ensure that their consent is documented.

Do not infringe on other people’s or organizations’ copyright or intellectual property rights. Never post recordings, photos, images, video, text, slideshow presentations, artwork, or other material that is owned by someone else without appropriate consent.

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d) Posts that cause concern

If you discover content online that reflects poorly on CISV, see the logo being misused, or see an account that could be mistaken for an official CISV one - please report this to your Risk Manager and the CISV International Communications and Fundraising Manager.

e) Child Protection

When communicating with children and youth using social media, always follow these rules (from the CISV International Child Protection Policy and Procedures):

- Conduct yourself appropriately, as you would face-to-face.
- Do not engage in one-to-one communication with children or via text messages, instant messaging or chat facilities unless it relates specifically to your CISV responsibilities.
- Before sharing your social media accounts with a child, consider the things you like to share with your peers – would they be suitable or appropriate to share with that child?
- When using a social network account, you should always think of how any digital communication might appear to someone else. Compared with a conversation in the real world, technology increases the potential for messages to be seen out of context, misinterpreted or forwarded to others.
- Do not provide personal details about children on your website or social networking group.
- Always ensure you have parental permission to use any photographs of children and only use their first names on any caption.
- Only use appropriate photographs on your site – remember that everyone can view them.
- If you are concerned about the way a child is attempting to contact you, report it immediately to your local Risk Manager.
- If you need to email children, always copy the message to another adult.
- **WE STRONGLY RECOMMEND THAT YOU NOT USE YOUR PERSONAL SOCIAL NETWORKING ACCOUNT TO COMMUNICATE WITH CHILDREN.**