

Preamble

This policy provides guidance for employee use of social media, which should be broadly understood and adhered to by each and every employee of LEPRA Society. This policy applies to all the information sharing on online platforms which majorly includes – social media platforms (Facebook, Twitter, Instagram, YouTube, Pinterest etc.), WhatsApp, blog articles, digital media articles, newsletters, and any other sites and services that permit users to share information with others in a contemporaneous manner.

Procedures

The following principles apply to professional use of social media on behalf of LEPRA Society as well as personal use of social media when referencing LEPRA Society.

Dos	Don'ts
Share the pictures/information with the communications team in case of any queries before sharing them on LEPRA's WhatsApp groups	Do not share images/information on LEPRA's WhatsApp groups which you are unsure about sharing
Share the images that are graphic in nature (disease-related) of a beneficiary for any medical/clinical inputs ONLY to the right concerned medical professional directly (one-to-one)	Do not share any graphic images (leprosy, LF, eyecare, TB, HIV/AIDS etc.) on any social media platforms or WhatsApp
In case of any organisational related queries from the public, reach out to the communications team	Do not respond to any queries with the external stakeholders or public on behalf of the organisation
Images/information of daily activities related to LEPRA should be limited only to LEPRA's WhatsApp groups	Do not share the images/information to any external WhatsApp groups/friends/family etc.

- ◆ LEPRA's social media profiles are handled by the communications team of Resource Mobilisation and Communications Unit (RM & C Unit).
- ◆ All the content related to organisational activities will only be posted from the official social media handles of LEPRA Society by communications team. The employees can then further share the content posted by LEPRA Society.
- ◆ In case of any prior planned activities/donor programmes/important information that needs to be highlighted on social media, they shall be shared with the communications team with relevant information and pictures. Communications team will finalise the content and posting based on the previously planned communications calendar and prioritise accordingly.
- ◆ Any images that are graphic in nature (disease-related) should not be shared anywhere on the online platforms including official WhatsApp groups. These pictures should only be shared to the right and concerned medical professional directly for their inputs.
- ◆ Employees should be aware of the effect their actions may have on the LEPRA Society's image and reputation. The information that employees post or publish may be public information for a long time. Hence, it is strongly recommended that employees do not post any information related to organisation.
- ◆ LEPRA Society, being in a social service sector, should be extremely cautious before posting/sharing any content on online platforms.
- ◆ Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the communications team at head office.
- ◆ Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to with the communications department before responding to the questions.
- ◆ It is highly recommended that employees keep LEPRA Society's related social media accounts separate from personal accounts, if practical.