

Use of Social Media and Website Policy

Owner	Approver	Approved	Next review
People & Culture Committee	Board	April 2025	April 2027

Purpose

This policy outlines the standards and guidelines for use of social media and websites at Robogals to ensure consistent, respectful, and positive engagement across all platforms. It applies to all Board members, employees, volunteers, and ambassadors who may represent Robogals online (you). This includes any website or social media activity, whether on Robogals Global or Robogals Chapter websites or accounts, or even from your personal account.

Policy

Objectives of Social Media and Website Use

- Promote the mission, vision, and values of Robogals.
- Engage and grow our community of supporters, volunteers, and donors.
- Share stories, achievements, and updates about our work.
- Encourage dialogue and participation in campaigns and events.

Roles & Responsibilities

Only individuals who are authorised as part of their role at Robogals may post on behalf of Robogals using official websites or social media accounts.

You are encouraged to share content posted on official Robogals websites or accounts. If using personal accounts to reference Robogals, you must clearly state that opinions are personal and may not reflect the organisation's stance.

General Guidelines

Respectful Engagement: Always communicate respectfully, regardless of the platform. Offensive, discriminatory, or inappropriate language or behaviour will not be tolerated.

Consistency: Use consistent messaging and tone across platforms to maintain Robogals' voice. Ensure that all posts and comments align with our mission, values and policies. Do not share personal or political views or comment on such on official Robogals accounts.

Confidentiality: Do not share confidential, personal or sensitive information about Robogals, its staff, volunteers, or beneficiaries without prior written consent, if sharing such content is appropriate. In addition, do not share any material that infringes on the intellectual property rights of any other person or entity, without prior written consent.

Accuracy: Always ensure that information shared on websites or social media is factual, accurate, and up-to-date. Any content must be reviewed and approved prior to posting on official Robogals accounts, as required. Correct any mistakes as soon as they are identified.

Use of Images and Videos

Crediting: Obtain written consent from photographers and other content creators before posting such content, and give credit to the relevant content creator, where appropriate.

Sensitive Content: Avoid sharing content that could harm or exploit vulnerable individuals. For example, consider posting photos of workshop attendees showing only the back of heads (i.e. no identifying information).

Permissions: Obtain written consent of individuals before posting photos or videos of them which may identify them (e.g. showing their faces).

Crisis Management

In the event of a crisis or negative feedback:

- Respond promptly and professionally.
- Avoid engaging in arguments or heated discussions.
- Notify the appropriate REO for further guidance if necessary.

Monitoring & Reporting

Those with access to official social media accounts should regularly review content for inappropriate engagement or comments. Any breaches of this policy must be reported to the appropriate REO or the Robogals Global management immediately.

Personal Use of Social Media

When using personal accounts, employees, volunteers, and ambassadors should avoid implying they represent Robogals.

Do not post anything that could damage Robogals' reputation, including offensive or controversial content.

Social Media platforms or websites

Where this policy refers to using social media or websites, this includes, but is not limited to making posts online, commenting or interacting with comments, using reaction features and emojis, reposting content, sharing images or videos and (where applicable) managing third party responses to anything that is posted online (for example, moderating comments posted on official Robogals accounts). It does not matter whether the social media platform is public or private access - anything on the internet has the potential to impact you and the reputation of Robogals.