

POLICY TITLE	Social Media Policy	POLICY #	POL-F&E-008
APPLIES TO/SCOPE	All offices connected to ChildFund International	POLICY OWNER	CDMO
SUPERSEDES	POL-GPC-008	EFFECTIVE DATE	January 3, 2023
APPROVAL	CDMO	REVISION DATE	January 3, 2023
RATIFICATION DATE		NEXT REVIEW DATE	June 30, 2024

1. PURPOSE

ChildFund International embraces social media platforms as vital components of its fundraising, engagement and advocacy strategies throughout the world. ChildFund's Social Media Policy defines the scope, platforms and rules for the organization's use of public-facing social media.

- 1.1 ChildFund recognizes that important conversations are increasingly happening through social media platforms and other open, collaborative spaces.
- 1.2 ChildFund welcomes the opportunity to engage with supporters, prospects and influencers via social media.
- 1.3 ChildFund believes social media is critical to advancing our strategic priorities and objectives.
- 1.4 As a global child-focused development organization, ChildFund is committed to protecting children and their rights throughout all of our social media communications.
- 1.5 ChildFund encourages experimentation and testing of new social media platforms and functionalities not currently used. We encourage re-posting of content distributed by ChildFund on active social platforms, including those of country offices, ChildFund Alliance offices, and employees.
- 1.6 ChildFund is currently active to a varying degree on a number of social media network sites, including:
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
 - Pinterest
 - Medium.com
 - YouTube
 - TikTok

2. POLICY

This policy establishes our organizational standards¹ for engaging with the public via social media.

ChildFund's Digital Content team oversees the primary operations of our social media channels and maintains this policy and its associated procedures.

Employees of ChildFund International must adhere to the rules and guidelines outlined in the organization's Human Resources Handbook for any activity and participation on social media.

Offices are permitted and encouraged to have their own social media channels and are responsible for following organizational standards regarding fundraising and/or engagement activities, privacy, confidentiality and child safeguarding.

ChildFund reserves the right to delete/remove certain posts and comments and request that certain subjects be avoided (e.g., comments that violate child safeguarding standards; put staff, partners or children at risk; include profanity or express disrespect). ChildFund reserves the right to request such removals from any social media channel that carries the ChildFund brand.

2.1 We routinely monitor our social networks and educate fans, followers and other social media community members to adhere to the same child safeguarding standards that employees honor. In order to protect children's security and privacy, ChildFund employees, supporters and partners must not reveal any personal or identifying details about children enrolled in our programs in posted content. Identifying details include but are not limited to:

- Full name – instead, refer to participants and stakeholders without using their surnames.
- Birth date.
- Specific geographic location of child (e.g., villages or towns of less than 10,000 people, specific school). It is OK to reference the child's country and/or region of the country and the name of the local partner organization.
- Child I.D. number.

2.2 All information and visual images of children, families and communities must respect the subjects' dignity. Children and all other human subjects depicted in photos must be appropriately clothed, clean and presented in dignified situations and settings. Do not use content that potentially stereotypes, sensationalizes or discriminates against children, groups or places. Social media copy must always adhere to ChildFund's overall brand guidelines as referenced in the [brand manual](#), especially the guidance on "people-first" language.

2.3 Related to 2.2, change the name and disguise the appearance of any child presented as:

- a victim of sexual abuse or exploitation
- a victim of trafficking or ill treatment
- a perpetrator of sexual abuse or acts of physical violence
- HIV-positive, living with AIDS or who died by AIDS, or living with a caregiver who is HIV-positive, living with AIDS, or who died by AIDS

¹ These organizational standards are expected to be adhered to not only by ChildFund staff, but also by ChildFund vendors, partners, volunteers and any other representatives of the ChildFund brand.

- accused, suspected or guilty of a crime¹
- 2.4 Private information about a sponsor, such as full name, location, photo, etc., should not be shared without the sponsor's written consent.
- 2.5 ChildFund employees should aim to use high-resolution, good-quality images, using 300 DPI when possible.
- 2.6 ChildFund values the connection between sponsors and sponsored children when monitored by ChildFund. However, ChildFund **prohibits** direct, unmonitored communication between supporters and sponsored children or families. This includes contact through the internet or social media (instant messaging, Facebook, Skype, etc.). Employees should share this information with ChildFund sponsors whenever the situation arises or when a sponsor or other supporter inquires about direct contact. We visibly post guidance advising ChildFund sponsors not to connect directly with their sponsored children through social media platforms, as this can open the door to potential child safeguarding problems and delegitimize the local partner organization's role as steward of trustworthy sponsor-child communications.
- 2.7 When sharing content through ChildFund's channels from outside news media sources or other non-native outlets, ChildFund employees must use discretion to ensure it reflects well on ChildFund and must cite its source.
- 2.8 **Personal social media pages:** Children, families or community members in the areas where we work who are primary subjects of any image, video, story or other resources collected by a ChildFund International staff or representative should be treated with respect and dignity; and they have a right to privacy and an understanding of how any images, videos or stories collected about them may be used in line with our commitment to do no harm. Therefore, we **strongly discourage** staff or representatives from sharing images, videos or stories about children, families, and communities on their personal social media pages without the verbal or written consent of all subjects (especially where they could be personally identified; where the sensitive nature of their situation or disclosure could possibly cause harm or damage to their privacy, dignity, safety or reputation; or where it is required by applicable law), **except** in terms of reshares from ChildFund's official social media pages. If the primary subject is a child, written consent must also be obtained from the parent/caregiver, guardian or other legally required person or entity.
- 2.9 If you do capture and share images, videos or stories about children, families and communities where we work on your personal social media pages that are NOT reshares from ChildFund's official social media pages – for example, photos you have taken on a trip with ChildFund – you **MUST** first obtain verbal or written consent from all individuals pictured (unless it is a group of several people in a public space) **AND** you must tag ChildFund in the post. Your post must abide by our child safeguarding policy as laid out elsewhere in this social media policy (i.e. you may not share children's last names, the names of their specific communities, details of their health status, or any other identifying information about the children or families). The consent you obtain for taking the photos and sharing the material may be verbal – "May I snap your photo/share this photo on my personal social media page?" – or written.

3. RESPONSIBILITIES

- 3.1 The ChildFund International team is charged with oversight and day-to-day implementation of the primary ChildFund International social media channels. The ChildFund team responsible for the applicable social media account is charged with conflict management. If a post is offensive or puts children at risk, the ChildFund team responsible will address and manage the situation. The Digital Content team has authority to address additional conflict management as needed.
- 3.2 All ChildFund employees are invited to provide and share social media content and content suggestions. More in-depth guidelines are provided in our [social media guide for staff](#).
- 3.3 Offices are encouraged to develop additions to this policy that address their specific needs and requirements, keeping the manager of digital marketing and content aware.
- 3.4 Local partners are encouraged to provide and share social media content under the constraints of this defined policy, as well as any additional ChildFund office specifications.
- 3.5 Offices must notify and work with the Digital team as they develop and launch social media channels. Each country office Facebook page must be linked under the ChildFund International Facebook Business Profile for increased account security and other benefits. We also encourage these offices to connect with the primary ChildFund International social media channels (e.g., like our Facebook page, follow us on Twitter and subscribe to our YouTube channel, etc.).

The Digital Content team will provide guidance on best practice standards and will be resources for questions. Any social media account under the ChildFund brand is required to routinely monitor their social media networks must be routinely monitored. Responsible users

should manage responses to comments/direct messages/wall posts, educate fans, followers and other social media community members on child safeguarding standards and immediately report any issues to their supervisors while also keeping the Digital team apprised. The Digital team will alert relevant stakeholders of reported issues.

4. RESPECT

The public in general and ChildFund's employees, program participants and partners reflect a diverse set of customs, values and points of view. On any of the social media accounts under the ChildFund brand, or on ChildFund's behalf, do not say anything contradictory or in conflict with ChildFund values, principles, stated strategies or brand guidelines. This includes not only avoiding the obvious (offensive comments, etc.) but also treading carefully in discussions of potentially volatile topics — such as politics and religion.

5. RELATED REGULATORY REQUIREMENTS

None

6. RELATED CHILDFUND POLICIES

6.1 Fundraising Policy

6.2 Employee Handbook

6.3 Child Information Policy

6.4 Child Safeguarding Policy and Procedures

6.5 Whistleblower Policy

6.6 The Brand Guide