

Vidya Poshak's Social Media Employee Guidelines

We encourage all Vidya Poshak staff members to use social networking/media (Twitter, Facebook, Blog, Pinterest, YouTube etc.) as a way to connect with all our stakeholders including students, volunteers, donors, partners, well-wishers etc .

While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

Please do the following:

- **Use good judgment** : We expect you to use good judgment in all situations.
- **Be respectful** : Always treat others (including customers, non-customers, shareholders, co-workers, vendors and competitors) in a respectful, positive and considerate manner.
- **Be responsible and ethical** : Even though you are approved to represent Vidya Poshak , unless you are specifically authorized to speak on behalf of the company as a spokesperson, you should state that the views expressed in your postings, etc. are your own. **Stick with discussing work-related matters that are within your area of job responsibility.**
- **Be humble** : Our number-one goal is to offer each customer great service, but we're certainly not perfect and we do make mistakes. Let's stay focused on working to deliver great service instead of bragging about it.
- **Be a good listener** : Keep in mind that one of the biggest benefits of social media is that it gives our donors, beneficiaries another way to talk to us—to ask us questions directly and to share their feedback.

AVOID CONFLICT OF INTEREST.

Please don't share the following:

- **Confidential information about our Donors, Volunteers, Partners & all our stakeholders**
- Do not publish, post or release information that is considered confidential or not public.
- Do not post any comparisons or difference in opinions about Partnering organization, Donor Agencies, Volunteers , Donors, Vendors or our Competitors.
- If any member of the media contacts you, as always, refer them to the concern person in the organization

Please be cautious with respect to:

Posting Images & Videos

- Respect brand, trademark, copyright information and/or images.
- Avoid linking to outside websites, unless you trust the source.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

In conclusion

The purpose for you to become more actively involved with social media is to find additional opportunities to mobilize resources & connect with our beneficiaries and share information with them .

Above all, remember to be humble & ethical

Note: Please talk with your supervisor in case if you have any queries or doubts before posting.