



Social Media Policy

POLICY NO.

009

| Centre de Recherche sur l'Anti-Corruption (CERC)

| CERC policies and procedures

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Introduction



The Centre de Recherche sur l'Anti-Corruption (CERC) uses social media in its work and recognises that those who take part in its work may also use social media in their role or in their private lives.

CERC runs the following main social media accounts:

1. **Facebook:** facebook.com/cerccongo
2. **Instagram:** instagram.com/cerccongo
3. **Twitter:** twitter.com/cerccongo
4. **LinkedIn:** linkedin.com/company/cerccongo
5. **Pinterest:** www.pinterest.com/cerccongo

A written policy on the acceptable use of social networks at work is therefore needed for all employees, staff, volunteers, associates and stakeholders.

CERC encourages the responsible use of social media. The purpose of this policy is to set out what CERC expects of its staff, volunteers and associates when they use social media. It is important to remember that we are all ambassadors of the organisation and that social media are never private.

This policy is addressed only to people associated with CERC and aims to:

- give clear guidance on what staff, volunteers and associates may say about the organisation;
- protect beneficiaries;
- comply with the legislation in force and protect staff, volunteers, associates and collaborators;
- help staff manage their time at work effectively;
- help staff, volunteers and associates draw a line between their private life and their work;
- protect CERC from liability for the actions of staff, volunteers and associates;
- be clear about sensitive issues such as monitoring and explain how problems of inappropriate use will be dealt with.

General policy statement

CERC recognises that the internet offers unique opportunities to take part in interactive discussions and to share information on particular topics related to our work, using a wide variety of social media such as Facebook, Twitter, blogs and wikis.

This policy aims to protect the people who work with us, whatever their role, and to encourage you to take responsibility for what you write and to exercise judgement and common sense.

Inappropriate use of social media can pose risks to our beneficiaries and our reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid the loss of working time and to ensure that our IT resources and communication systems are used only for appropriate business purposes, we expect staff, volunteers and associates to adhere to this policy.

Scope and responsibilities

Who is covered by the policy?

This policy covers staff, volunteers and associates.

Scope and purpose of the policy

This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, as well as all other internet postings, including blogs.

It applies to the use of social media for both business and personal purposes, whether in the course of CERC's activities or otherwise. The policy applies regardless of whether social media are accessed using our IT facilities and equipment or equipment belonging to staff, volunteers and associates.

If a member of staff, a volunteer or an associate is found to be in breach of this policy, their line manager will deal with the matter formally, in accordance with CERC's policies and procedures in force.

Staff, volunteers and associates may be asked to remove internet postings that are deemed to constitute a breach of this policy.

This policy is linked to all other policies. Social media must therefore never be used in a way that breaches any of our other policies, such as those on equal opportunities or data protection.

People responsible for implementing the policy

All supervisors have a specific responsibility to operate within the limits of this policy, to ensure that all staff, volunteers and associates understand the standards of behaviour expected of them, and to take action when behaviour falls short of them.

All staff, volunteers and associates are responsible for the success of this policy and must make sure that they take the time to read and understand it. Any misuse of social media, or any question about the content or application of this policy, must be reported to the Executive Director.

Any content that raises a safeguarding concern must be reported to the Executive Director in accordance with the reporting procedures set out in CERC's safeguarding policy.

Guidelines for the responsible use of social media

The following sections of the policy give staff, volunteers and associates common-sense guidance and recommendations for using social media responsibly and safely.

We want you to help protect our organisation's reputation. Staff, volunteers and associates must not post disparaging or defamatory statements about:

- the organisation;
- CERC staff, past or present donors, volunteers and associates, or former staff;
- beneficiaries;
- suppliers, vendors or other affiliates and stakeholders.

Staff, volunteers and associates should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

Staff, volunteers and associates are personally responsible for what they communicate on social media (in their role or on personal sites).

Remember that what you publish may be read by the general public (including CERC), your colleagues, staff, volunteers and associates, future employers and social acquaintances for a long time. Bear this in mind before posting content.

A publicity consent form must be obtained before publishing images or text that may be used on social media.

CERC does not allow vulnerable adults or people under the age of 18 to be identified in photos or articles.

Staff, volunteers and associates are not required to link their personal social media to CERC's social media profiles.

Staff, volunteers and associates are not permitted to create social media accounts for business purposes without first consulting their supervisor and the Executive Director or the Director of Operations.

If you disclose your affiliation as a member of staff, volunteer or associate of CERC, you must also state that your views do not represent those of the organisation you work with. For example, you could state that "the views expressed in this post do not represent those of CERC". You must also make sure that your profile and any content you post are consistent with the image you present to the people you work with in your role.

You may use your CERC e-mail address only if your role involves using social media on behalf of the organisation.

You are responsible for the security settings of the social media sites you use and must ensure that they are set to the appropriate level if you wish to limit who can see your information.

- Remember that you must respect confidentiality at all times and protect confidential information. You must be mindful of data protection issues. If in doubt, speak to the Country Director, the Executive Director or the Director of Operations. Confidential information includes such things as unpublished details about our work, details of current projects, future projects, financial information, or information held on our supporters, staff or employees, volunteers and associates.

- Avoid posting comments on sensitive topics relating to CERC, such as our performance. Even if you make it clear that your views do not represent those of CERC, your comments could still damage our reputation.
- If you have any doubts or concerns about whether a statement or post is appropriate, refrain from making that communication until you have discussed it with your supervisor.
- If you see content on social media that disparages CERC or our stakeholders or reflects badly on them, you must report it to your line manager and/or the Country Director or the Executive Director. All employees, volunteers and associates are responsible for protecting our reputation.
- The contact details of business contacts made during your engagement with CERC are regarded as confidential information; you will therefore be required to delete all such information from your personal social media accounts once your engagement has ended.
- The contact details of staff, volunteers and associates are subject to data protection. Staff are not permitted to access or store information on staff, volunteers and associates in a way that would breach data protection.

Personal use of social media in the office

We recognise that staff, volunteers and associates may occasionally wish to use social media for personal activities at the office or by means of our computers, networks and other IT resources and communication systems. We allow such occasional use during breaks, as long as it does not involve unprofessional or inappropriate content and does not interfere with your role. You must not use CERC's IT resources and communication systems for any matter that you wish to remain private or confidential.

If you use social media as part of your work, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promoting outside organisations unrelated to CERC's work, is also prohibited.

Disclaimer

Reasonable care has been taken to ensure that the information contained in this policy is accurate. However, it is not intended to be legally comprehensive; it is designed to provide guidance in good faith, without accepting liability. Where appropriate, we therefore recommend that you seek appropriate professional advice before taking any action on the matters covered in this document.

Terms of use of CERC's social media pages and groups

The following terms and conditions apply to the site, pages and groups run by the Centre de Recherche sur l'Anti-Corruption on social networks.

1

Acceptance of the terms and conditions

Welcome to the social networks of, or managed by, the Centre de Recherche sur l'Anti-Corruption! CERC provides this service to you subject to the following terms of use ("Terms"); these Terms may be updated by CERC from time to time without notice. You can review the current version of the Terms of Use at any time on the page <https://cerc.cd/en/privacy-policy/>.

2

Description of services

CERC's pages and groups operate on the following platforms: Facebook, Instagram, Messenger, WhatsApp, Twitter, Pinterest and LinkedIn. They offer their members a variety of features, including but not limited to: video and photo sharing, access to a community blog, a discussion forum, instant messaging and notifications of new developments. CERC reserves the right to change the types of features it provides at any time without notice to network members.

3

Privacy policy

By using or accessing Facebook, Instagram, Messenger, WhatsApp, Twitter, LinkedIn and Pinterest, you agree to the practices described in the privacy policies of all these platforms.

For more information on the privacy policy of:

- Facebook: facebook.com/terms.php#/policy.php

- Twitter: twitter.com/en/privacy
- LinkedIn: www.linkedin.com/legal/privacy-policy
- WhatsApp: www.whatsapp.com/legal/updates/privacy-policy
- Messenger: www.messenger.com/privacy
- Instagram: help.instagram.com/519522125107875
- Pinterest: policy.pinterest.com/fr/privacy-policy

4

Security

Participation in CERC's pages or groups is voluntary. You are responsible for maintaining the confidentiality of your account, and you are fully responsible for all activities that occur under your account. You agree (a) to notify the administrator of CERC's pages immediately of any unauthorised use of your account or any other breach of security, and (b) to make sure that you log out of your account at the end of each session. CERC cannot and will not be liable for any loss or damage arising from your failure to comply with this section.

5

Member conduct

You understand that all information, data, messages or other media ("Content"), whether publicly posted or privately transmitted, are the sole responsibility of the person from whom such Content originated. This means that you, and not CERC, are entirely responsible for all Content that you post, e-mail, transmit or otherwise communicate via the pages. CERC does not control the Content posted, except as described below, and therefore does not guarantee the accuracy, integrity or quality of such Content. You understand that by using the service you may be exposed to Content that is offensive, indecent or objectionable. Under no circumstances will CERC be liable for any Content, including but not limited to any errors or omissions in any Content, or any loss or damage of any kind incurred as a result of the use of any Content posted, e-mailed, transmitted or otherwise made available via the site.

You are fully responsible for your actions and your content on these platforms (Facebook, Instagram, Messenger, WhatsApp, Twitter, LinkedIn and Pinterest) and must comply with these terms.

By agreeing to become a member of the groups and platforms created by CERC as part of its activities, you acknowledge that you have read and understood these terms and agree to be legally bound by them.

You agree not to use these platforms, and not to post, e-mail or make available any content:

- in any way that would infringe, violate or misappropriate the intellectual property rights of a third party or any other proprietary or contractual right;
- to advertise illegal or controlled products or services, or otherwise promote activities that breach these Terms of Use or any applicable law, regulation or recognised advertising industry guideline;
- in a false, misleading, fraudulent or otherwise unlawful manner, or to promote unlawful activities, including phishing or any other type of deception intended to obtain financial or personal information under false pretences or for fraudulent or deceptive purposes;
- in a libellous or defamatory manner, or one that is otherwise threatening, abusive, violent, harassing, malicious or harmful to any natural or legal person, or that disrespects another person's privacy;
- in a manner that is harmful to minors in any way;
- in a manner that is hateful or discriminatory on the basis of race, skin colour, sex, nationality, ethnic or national origin, marital status, physical or mental disability, sexual orientation or age, or in any other way deemed unacceptable;
- to impersonate any person, falsely claim to be affiliated with any natural or legal person, or gain access to this group without authorisation;
- to interfere with or attempt to interfere with the proper functioning of this group or prevent others from using it, or in a way that disrupts the normal flow of dialogue with an excessive number of messages (flooding attack) to this network, or that otherwise adversely affects another person's ability to use this group;
- to use manual or automated means (agents, robots, scripts, etc.) to access or manage another user's account or to monitor or copy this group or its content.

You acknowledge that CERC does not pre-screen all Content, but that CERC and its employees have the right (but not the obligation), in their sole discretion, to edit, remove, refuse or move any Content that is available on its platforms. Without limiting the foregoing, CERC and its employees have the right to remove any Content that violates the Terms of Use or is otherwise objectionable. You agree that you must evaluate, and bear all risks associated with, the use of any Content, including any reliance on the accuracy, completeness or usefulness of such Content.

You acknowledge and agree that CERC may preserve Content and may also disclose Content if required to do so by law or in the good-faith belief that such preservation or disclosure is reasonably necessary to: (a) comply with legal process; (b) enforce the Terms of Use; (c) respond to claims that any Content violates the rights of third parties; or (d) protect the rights, property or personal safety of CERC, its beneficiaries, its partners and the public.

You understand that the technical processing and transmission of the site, including your Content, may involve (a) transmissions over various networks and (b) changes to conform and adapt to the technical requirements of connecting networks or devices.

You agree that if you post content containing statements or depictions of violence against a person, a group of people or a country, CERC will report the incident and its content to the appropriate police service.

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Special provisions for international use

Recognising the global nature of the internet, you agree to comply with all local rules regarding online conduct and acceptable Content. Specifically, you agree to comply with all applicable laws regarding the transmission of technical data exported from the United States or the country in which you reside.

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Content submitted or made available for inclusion on the pages and groups

CERC does not claim ownership of the Content you submit or make available on its pages or groups. CERC claims ownership only of the content it has created for the pages and groups. It accepts no responsibility for the inclusion of third-party links or other third-party content such as articles.

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Indemnity

You agree to indemnify and hold harmless CERC and its partners, officers and employees from any claim or demand, including reasonable legal fees, made by any third party in connection with or arising from the Content you submit, post, transmit or make available through the groups and pages, your use of the site, groups and pages, your connection to the pages and groups, your breach of the Terms of Use, or your violation of the rights of others.

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No resale of services

You agree not to reproduce, duplicate, copy, sell, resell or exploit for commercial purposes any portion of CERC's site, pages and groups, use of the site, groups or pages, or access to them.

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General practices regarding use and storage

You acknowledge that CERC may establish general practices and limits concerning the use of the site, pages and groups, including without limitation the maximum number of days that posts or other uploaded Content will be retained on the site, pages and groups it runs, and the maximum number of times (and the maximum duration for which) you may access the site in a given period. You agree that CERC has no responsibility or liability for the deletion of, or failure to store, any messages and other communications or Content maintained or transmitted by the site, pages and groups it runs. You also acknowledge that CERC reserves the right to change these general practices and limits at any time, in its sole discretion.

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Modifications to the service

CERC reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, the site, pages and groups (or any part of them). You agree that CERC shall not be liable to you or to any third party for any modification, suspension or discontinuance of the site, pages and groups it runs on social networks.

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Termination

You agree that CERC may, in its sole discretion, terminate your access to the site and remove and delete any Content from the site, for any reason, including without limitation for lack of use or if CERC believes that you have violated or acted inconsistently with the letter or spirit of the Terms of Use. CERC may also, in its sole discretion and at any time, discontinue the operation of the site, pages and groups, or any part of them. You acknowledge that any termination of your access to the site, pages or groups under any provision of these Terms of Use may be effected without prior notice, and you acknowledge and agree that CERC may immediately suspend your access to the site, pages or groups. Further, you agree that CERC shall not be liable to you or any third party for any termination of your access to the site, pages or groups.

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Links

CERC, or third parties, may provide links to other sites or resources. You acknowledge and agree that CERC is not responsible for the availability of such external sites or resources, and does not endorse and is not responsible or liable for any Content, advertising, products or other material on or available from such sites or resources. You further acknowledge and agree that CERC shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on any such Content, goods or services available on or through any such site or resource.

The pages and groups run by CERC on social networks may contain links to other sites.

CERC is not responsible for the privacy practices of other websites. We encourage you to be aware when you leave our site, pages or groups and to read the privacy statements of each website that collects personally identifiable information. This privacy policy applies solely to information collected by the pages and groups run by CERC.

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Terms of use, notices and changes

We reserve the right to change our privacy policy and our Terms of Use at any time. If we make changes, we will publish them and inform the community of them.

If we make significant changes to this policy, we will notify you by means of a notice on our home page. We encourage you to review this policy regularly in order to understand our privacy policy.

Contact us

If you have any questions about this privacy policy, please contact the pages administrator at info@cerc.cd.

Acceptance form for the terms and conditions

A member who accepts these terms completes and signs a form giving:

- first name;
- name;
- family name;
- organisation;
- position;
- telephone number;
- e-mail address;
- signature, preceded by the words "Read and approved".



CENTRE DE RECHERCHE SUR L'ANTI-CORRUPTION

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