

GEMS Inc. Non-Profit Online Program Participant Social Media Policy

This policy governs the publication of and commentary on social media by employees of GEMS Inc., and its related companies indicated as ("OUR NONPROFIT"). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Instagram, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

OUR NONPROFIT program and webinar participants are free to publish or comment via social media in accordance with this policy.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

All uses of social media by webinar participants must follow the same ethical standards that OUR NONPROFIT employees and volunteers must otherwise follow.

ETHICAL SOCIAL MEDIA RULES & PRINCIPLES OF CONDUCT

Don't Tell Secrets

It's perfectly acceptable to share your thoughts and have a dialog with the online community connected to our social media platforms, however it's not okay to publish confidential information or share proprietary details of any individual. Confidential information includes things such as unpublished details about our current projects, future programs, financial information, research, and trade secrets. We must respect the wishes of our program participants and supporters at large regarding the confidentiality of their private information. We must also be mindful of the impacts of others.

Protect your own privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information accordingly to your preferences. Be mindful of posting information that you would not want the public to see.

Be Honest

We believe in transparency and honesty. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including OUR NONPROFIT own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Respect your audience, OUR NONPROFIT, and your co-participants

The public in general, and OUR NONPROFIT's employees and program participants, reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of OUR NONPROFIT.

Protect OUR NONPROFIT customers, business partners and suppliers

Customers, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Our blog is not the place to "conduct business" with us. Instead please use the appropriate forms of contact on our website or via email at info@gems-edu.org.

Controversial Issues

You may point that out what others say. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Think About Consequences

Our Nonprofit will restrict comments by individuals at any time if this is not adhered to.

Once again, it's all about judgment: using your comments to trash or embarrass OUR NONPROFIT, our program participants, or online guests, is ill-advised.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

The Communications Director can provide you with applicable disclaimer language and assist with determining where and how to use that.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed if you write about topics you are not knowledgeable about.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing .

Enforcement

Policy violations will be subject to removal of participating in the comments, up to and including removal from our program.