

Social Media Policy

About us

The Adsum Foundation was established in 2008 to support communities in the developing world, with our sole focus within Madagascar. We deliver projects in the areas of education, WASH, sustainable livelihoods and health.

Purpose of our Social Media Policy

This policy is in place to minimise the risks to Adsum Foundation through use of social media.

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes, as well as personal use that may affect the organisation in any way.

Prohibited Use

Staff and volunteers must avoid making any social media communications that could damage our organisation's interests or reputation, even indirectly.

Through the organisation, social media users must not:

- use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate; to make false or misleading statements; or to impersonate others, or third parties.
- Express opinions on our behalf via social media, unless authorised to do so by your manager. You may be required to undergo training to obtain such authorisation.
- Post comments about sensitive organisation-related topics, such as performance, or do anything to jeopardise confidential information and intellectual property.
- Include logos or other trademarks in any social media posting or in your profile on any social media without your manager's consent.

Any misuse of social media should be reported to your manager.

Guidelines for responsible use of social media

Through the organisation, social media users must:

- make it clear in postings, including on your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address unless otherwise approved by your line manager.
- Be respectful to others when making any statement and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.
- If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager.

- If you see social media content that disparages or reflects poorly on us, you should contact your manager.

This is the Social Media Policy of the Adsum Foundation. It will be reviewed and updated, if required, at a minimum every three years; the next review is due June 2026.

A handwritten signature in cursive script that reads "Gavin Konegson".

Signed:

Position: Director

A handwritten signature in cursive script that reads "Emma Johnston".

Signed:

Position: Grants & Partnerships Manager