

Global social media policy

December 2023



Our social media principles

Social media is a key communication channel for Sightsavers.

Anyone linked to the organisation can help us build our brand online – from staff, volunteers and trustees to partners, agencies and consultants. At the same time, we are all responsible for protecting Sightsavers' reputation and upholding our values of equality and inclusion across all digital channels.

Here are some common-sense guidelines we expect you to follow if you're using social media to talk about our work.

Be honest about who you are

People use social media to have authentic, open conversations, so it's important to be transparent when you post about work. Share your link to Sightsavers by adding a line in your bio (e.g. Corinne Clark, Head of Social Media at Sightsavers. All views my own.) or within the post itself.

Take care mixing personal and professional posts

Even if you don't disclose your affiliation with Sightsavers, people can still make the link. Be clear that your opinions are your own but use your common sense – don't share anything inaccurate or anything you wouldn't be happy for your boss to see.

Respect confidentiality

Don't use social media to disclose confidential information and always ask permission before sharing photos or videos of someone else. If you're not sure if something is public or confidential, check before you post. Ask the Content and Stories team for a copy of the Sightsavers content collection consent form.

Always share responsibly

You are personally responsible for what you share on your social media channels. You mustn't post any defamatory statements or posts which are disparaging about Sightsavers or anyone connected to our organisation – even anonymously. You're also responsible for keeping your social media accounts safe and secure.

Our brand channels

If you're posting from Sightsavers' official brand accounts, there's mandatory training and guidance available on GOMO. You shouldn't set up any official Sightsavers social media accounts without permission from the social media team. If you do set up an account, you must make the login details secure and share them with the Head of Social Media.

Account ownership

Sightsavers owns the rights to the fans, followers and content of all social media accounts it has established under its brand. These accounts include:

- @Sightsavers, @SightsaversIN, @Sightsavers_Pol, @SightsaversIE and @SightsaversUSA on Twitter.
- @sightsavers, @sightsaversindia, @sightsaversireland and @sightsaversitalia on Instagram.
- @SightsaversUK, @SightsaversIreland, @SightsaversIndia, @SightsaversItaliaOnlus, @SightsaversNorge and @SightsaversSverige plus affiliated groups on Facebook.
- Sightsavers, Sightsavers Ireland, Sightsavers Italy and Sightsavers India on LinkedIn.
- @Sightsavers on TikTok.
- @SightsaversTV and @SightsaversIndia on YouTube.

Resources

- [Sightsavers style guide](#)
- [Sightsavers social media accessibility guidance](#)
- [Sightsavers branding portal](#)

About this policy

Document control

Policy Owner	Management
Policy Administrator	Director of Campaigning and Communications
Document Status	Final
Version Number	1.4
Review period	1 year

Document amendment history

Version number	Date	Amendment summary	Approved by
1.0	5 December 2018	Final policy approved	Management Group
1.1	26 November 2020	Final policy amended and approved	Director of Campaigning and Communications
1.2	1 December 2021	Final policy amended and approved	Director of Campaigning and Communications
1.3	29 November 2022	Final policy amended and approved	Director of Campaigning and Communications
1.4	6 December 2023	Final policy amended and approved	Director of Campaigning and Communications

Policy scope

This policy covers all staff, volunteers, consultants, contractors and trustees. It covers the use of all forms of social media, including Facebook, YouTube, Twitter, Instagram, LinkedIn, WhatsApp, TikTok and all other social networking sites, including blogs. It applies to the use of social media both for work and personal purposes, whether while at work or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to staff.

Policy breaches

We are all responsible for protecting Sightsavers' reputation online. If you see content on social media that reflects poorly on Sightsavers or our stakeholders, you should report it to your line manager and the Head of Social Media. Similarly, any misuse of social media or questions about the content or application of this policy should be reported to a line manager and the Head of Social Media.

If you are found to be in breach of this policy, your manager may choose to address this using the Global Disciplinary Policy and should seek advice from your HR business partner.

You may be required to remove internet postings deemed to constitute a breach of this policy. Sightsavers also reserves the right to request that you remove references to Sightsavers on your social media profiles at any time.

Content which raises a safeguarding concern must be reported to the Safeguarding Manager in line with the reporting procedures outlined in the Sightsavers Safeguarding Policy.

Other policies

This policy should be read in conjunction with other Sightsavers policies, including:

- IT usage policy
- IT security policy
- Information security policy
- Crisis management policy
- Safeguarding policy
- Global discrimination, bullying and harassment policy
- Fundraising policy
- Ethical content policy
- WhatsApp – guidance for use

All social media use needs to be in accordance with these policies.

Policy review and update

The Head of Social Media has overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required.

Contacts

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We work with partners in low and middle income countries to eliminate avoidable blindness and promote equal opportunities for people with disabilities.

www.sightsavers.org