

SOCIAL MEDIA GUIDELINES FOR EARTH FOCUS FOUNDATION STAFF AND VOLUNTEERS

At Earth Focus, we deeply appreciate the dedication and commitment of our employees and volunteers, who are the heart and soul of our work. Our passion for community development through education, nature based livelihood development through restoration should shine through when we share our work on social media. While we value raising awareness, we also encourage responsible and thoughtful use of social media to convey your enthusiasm for Earth Focus's mission.

In today's interconnected world, the line between personal and public information is blurred. Your affiliation with Earth Focus makes you an ambassador for our organization and its values. Therefore, your public social media activity reflects not only your personal views but also the reputation of Earth Focus. We trust that you will act with integrity and discretion, following these social media guidelines:

1. **Not an Official Spokesperson:** Your social media content should not imply that you are an official spokesperson for Earth Focus. Avoid using terms like 'Earth Focus Foundation' or 'Earth Focus' in your profile name, @handle, or username. Do not use the Earth Focus logo as your profile picture or suggest that your account is affiliated with Earth Focus.
2. **Accuracy Matters:** Accuracy is paramount to Earth Focus. Statements claiming to represent Earth Focus should only come from designated spokespersons. Please refrain from making such statements on your social media platforms.
3. **Being Quoted:** Understand that your public social media posts can be quoted by journalists, activists, or others. Your posts may create the impression that you are speaking for Earth Focus, even when expressing personal opinions. Ensure you obtain approvals before sharing such content publicly. Report any content that violates our policies or poses a risk to Earth Focus to our media manager, Vipul Gupta.
4. **Media Requests:** If approached by a media representative to speak on behalf of Earth Focus, do not respond without official approval from Earth Focus. Contact Vipul Gupta for guidance.
5. **Content Consideration:** Be aware that everything you post, share, or retweet can be accessed by a wide audience. Regardless of your privacy settings, your online activity reflects on Earth Focus. Exercise caution.

6. **Responsible Conduct:** You are a valued member of Earth Focus, and your online actions can have a global impact. Uphold our values and maintain a respectful tone in your expressions. Avoid offensive language, ethnic slurs, discriminatory remarks, personal conflicts, or any inappropriate behavior.
7. **Objective Expression:** Earth Focus remains politically neutral and values objectivity and impartiality. Think about how your political views might reflect on Earth Focus before commenting on contentious issues related to our work. Refrain from questioning our nonprofit status or displaying political affiliations or antagonism online unless authorized.
8. **Field Work and Volunteering:** While we encourage sharing your work during field assignments or volunteering, consult with your media manager to align the tone of your posts with Earth Focus's image.
9. **Tag Earth Focus:** Feel free to tag Earth Focus on Facebook, Instagram, Twitter, and LinkedIn when sharing your work, adhering to the guidelines mentioned. If you have unique content, notify Vipul Gupta at Earth Focus before posting it online.

Please be vigilant: If you encounter social media accounts falsely claiming to represent Earth Focus, promptly inform Vipul Gupta so we can take appropriate action.

This policy became effective on August 10, 2019.

CONTACT DETAILS:

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