Social Media Policy

1. Introduction

Social media platforms such as Google+, Facebook, Twitter and LinkedIn offer an opportunity to APA to communicate with our supporters and other groups/individuals who share an interest both the organisation and in overseas aid in general. APA encourages feedback of all kind – positive and negative. APA also aims to answer all queries and use social media as appropriate to communicate directly with users.

2. Guidelines

Social media is treated as a source of information for APA's supporters, and thus APA offers general information about the organisation as well as about its supporters (following agreement) and overseas development aid. As most social media platforms are open mediums, APA has set a number of rules in order to guide their users. In instances where users (whether internal or external) post content on APA's social media accounts that are deemed incongruous with APA's guidelines, those users will receive a warning and the content will be removed. If the behaviour continues, APA reserves the right to both block the user and report the behaviour to the social media platform in question.

APA's guidelines are as follows:
1. **Respect**: All users should engage with each other in a respectful manner. This includes all interaction with APA directors, staff and volunteers. The same applies to staff members who communicate with our visitors on Facebook, Twitter, etc.
2. **Ownership**: Only comments made by A Partnership with Africa staff with access to administrator rights or following agreement by management reflect the views of APA. Comments from supporters are encouraged, but they may not reflect the views and policies of A Partnership with Africa – APA.
3. **Removal of Content**: Occasions may arise when APA needs to remove content from its social media platforms. The following content will be deleted from all social media platforms:
   - Comments that are racist, sexist, sectarian, homophobic, ageist or otherwise abusive.
   - Comments that include threats of physical violence or advocate the use of force or physical violence.
   - Comments selling or advertising commercial products or services.
   - Spam.
   - Defamatory remarks.
4. **Defamation**: Defamation occurs where a false statement is published about a person, which tends to lower that person in the eyes of "right-thinking" members of society. Defamation is a generic term – slander is defamation in a transient form, while libel is defamation in written or permanent (or equivalent) form. Comments that are defamatory will be deleted.
5. **Off-topic conversations**: Should conversations on APA's social media platforms move in a direction unsuitable to organisation or the platform, the APA team will intervene or perhaps even remove these comments if necessary.