

COMOS POLICY FOR DIGITAL PRESENCE AND SOCIAL MEDIA

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Proposed by:

Approved by:

1. INTRODUCTION:

Today, the digital presence and the social media are central to improving audience engagement and can lead to new avenues if used properly. However, getting it erroneous practice can be extremely damaging to reputations and financially damaging. Social media platforms are simply new media technologies that enable people to communicate and interact with each other digitally. Social media is an integral part of the modern era and cannot be ignored. Facebook, Twitter, Instagram, WhatsApp, are few of the most used the platforms.

2. OBJECTIVE:

This policy aims to provide guidance to the members the use of social media, which can be broadly understood for purposes of this policy to include blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

These Social Media Principles envisaged herein this policy document should guide the participation of members in social media, both in individual as well as in official capacity (on behalf of the society. i.e. COMOS). It is fundamental to recall the objective of COMOS at all instances to inform the social media strategy/activities.

3. COMOS COMMITMENTS:

Members of COMOS are required to extend their commitment towards interactions that occur on social media platforms. The commitments extend to COMOS as an institution, members, staff and associates of our agencies, vendors and suppliers:

- i) COMOS will be ethical and transparent in every social media engagement.
- ii) COMOS will **respect** copyrights, trademarks, rights of publicity, and other third-party rights.
- iii) COMOS will act **responsibly** for use of technology.

- iv) COMOS will reasonably **monitor** and establish appropriate protocols for its social media presence.
- v) COMOS will **protect** the applicable Privacy Policies, IT Security Policies, and laws, rules, and regulations as may be applicable from time to time.

4. MEMBERS COMMITMENTS:

The following principles apply to use of social media by members and on behalf of COMOS as an institution

- i) Members are required to adhere to the COMOS Code of Conduct and other applicable policies when using social media in reference to COMOS.
- ii) Members should be aware of the impact their individual action may have on image of COMOS.
- iii) Members representing the society should disclose his/her position in COMOS.
- iv) Members authorized to represent COMOS as an institution must inform the Secretariat on the content
- v) Members should note that social media presence at a local level can have global visibility. Online dialogue might be considered accurate in one part of the world, but can be considered inaccurate (or even illegal) in other parts. This international virtual presence requires responsible approach.
- vi) Members should use their best judgment in posting material ensuring that the material is neither inappropriate nor harmful to COMOS.
- vii) Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- viii) Members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- ix) Members are requested not to publish/post or release any information that is considered confidential or not public. Queries concerning matters on social media can be sent to the Secretariat of COMOS.

The Digital platform should be used by members for healthy discussions and unnecessary conversations/discussions/allegations should be refrained. In case of any grievance the members should resort to grievance mechanism. And in case the grievance is not yet resolved you may escalate the matter to the President or Secretary or appropriate authorized officers of COMOS. COMOS respects the individual's freedom of speech and expression however, it should be exercised with due care.