

MOTTA SCHOOL ALUMNI ASSOCIATION SOCIAL MEDIA POLICY & PROCEDURE

Representing the Motta School Alumni Association (MSAA) is an honor and a privilege provided to a select group of individuals. Along with that privilege comes a set of expectations and responsibilities as a MSAA member.

Through social media, you are being monitored by more individuals than ever before. Everything you do in these forums should positively represent MSAA and its objectives. Used responsibly, social media can be a great way to interact with friends, colleagues, and the public and promote MSAA. Used irresponsibly, it can be a quick way to destroy your reputation as well as MSAA's.

This policy provides guidance for MSAA members use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, 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. This guideline is intended as a resource for using social media responsibly and effectively.

I.POLICY

1.Use of Social Media by MSAA and its members should be for the following Purposes and Objectives of MSAA focused on Motta, East Gojjam, Ethiopia:

- a. Supporting education to improve the quality of and access to education.
- b. Supporting health care services and health education to improve the quality of and access to health care.
- c. Supporting conservation, restoration and development of cultural and natural resources.
- d. Serving as a platform for association members to discuss issues towards the fulfillment of the above goals as well as to re-establish contact and network.

2.Members should be careful not to undermine the very existence of MSAA by posting messages that could constitute violation of the following legal limitations incorporated in its bylaws:

- a. The Association has been formed for the public benefit and charitable purposes and shall be nonprofit and nonpartisan. The activities of the Association shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and shall not participate in or intervene in any political campaign (including the publishing or distribution of statements) on behalf of, or in opposition to, any candidate for public office.
- b. The Association shall not engage in any activities or exercise any powers that are not in furtherance of the purposes and objectives described above.

3.The following standards of good social media practice should be observed by all members:

- a. Ask yourself the following questions when logging on to post something:
 - What is the purpose of my post?
 - What outcome do I want?
 - Am I promoting relevant discussion?
- b. Exercise Good Judgment
- c. Know the source of your post and understand the full detail before posting.
- d. Give your audience sufficient information about the source of your post.
- e. **DON'T** post when you are emotional and avoid saying something you will regret.
- f. **DON'T** post anything that could be construed as an endorsement or promotion of a business product or service, even if the business is owned by a relative or friend.
- g. 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 an environment of division.
- h. We strongly recommend adding a sentence to your social media profiles clarifying that the opinions stated in your posts do not represent those of MSAA.

II.PROCEDURE

The following procedures apply to professional use of social media on behalf of MSAA as well as personal use of social media when referencing MSAA.

1. Members need to know and adhere to this guideline when using social media in the name of MSAA.
2. MSAA has established a Social Media Committee with the goal of increasing MSAA's presence and visibility in social media. The Committee is also responsible to interpret and apply this social media policy and procedure consistently.
3. The Administrator of MSAA's social media account is authorized to monitor and request the removal of a posting that violates this policy and procedure.
4. If the inappropriate posting is not removed immediately, the Administrator will provide a written warning to the member who posted and will refer the matter to the Social Media Committee. If the Committee agrees with the Administrator, the Administrator can remove the posting and preclude the member from using the social media forum. If the Committee does not agree with the decision of the Administrator, it will provide the necessary guidance on how to proceed. The Committee should act in a short time, not to exceed one week.
5. Members of MSAA may report inappropriate postings to the Administrator or Social Media Committee members.