



Official YGOS Social Media Policy

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1. Purpose & Scope

As the online landscape continues to mature, the opportunities for Youth Guidance Outreach Services (YGOS) employees and interns to communicate with beneficiaries, each other and the world are evolving.

Social media creates opportunities to champion YGOS causes and for personal expression, but it may also create risks and responsibilities. You should assume that anything you do on social media – whether on a business or personal account – could be viewed by a colleague, supervisor, government stakeholder, parent, school personnel, client or potential client. Your activity on social media reflects on YGOS and can impact the work environment, and, subject to applicable law, will not be exempt from this policy just because it occurred on a personal account or as a YGOS employee.



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2. Related Policies and Consequence of Violations

As a YGOS employee or intern, you are expected to adhere to this policy on social media, including but not limited to **Twitter, LinkedIn, Instagram, Facebook, WeChat, Tik Tok, YouTube, Flickr, Twitch, blogs, wikis** or any other tool or service that facilitates interactions over the internet.

This policy supplements other YGOS policies and standards, including the YGOS HR Policy. . If your online post would violate a YGOS policy in another forum, it will also violate it on social media. Employees or interns who violate this or other YGOS policies may be subject to disciplinary action up to and including termination of employment or internship in accordance with the Singapore law.

3. Youth Guidance Outreach Services' Four Social Media Principles

As a YGOS employee or intern, you are required to follow these four principles in all your personal social media activity. You'll know these principles if you've already attended the HR induction on your first day of employment. If you have any questions about these principles, this policy, or social media in general, please email reitian.foo@ygos.org.sg.



There's a big difference in speaking "on behalf of the Organisation" and speaking "about" the Organisation. This set of 4 principles refers to those personal or unofficial online activities where you might refer to YGOS.

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3.1 Be Respectful, Have Fun and Connect!

Consistent with our Code of Conduct, every YGOS employee and intern must be respectful to others **when conducting work on behalf of YGOS or when they identify or could be identified as a YGOS employee.** Remember, even when you are on a personal account, your social media activity could be seen by clients or external stakeholders of YGOS, so you should treat every interaction on social media as if you are dealing with a potential client/stakeholder.

While we value employee privacy and a diversity of perspectives across our workforce, **YGOS has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech.** "Hate speech" includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people. **This can include race, ethnicity, nationality, religion, sexuality, caste, gender or disability.** For example, speech that dehumanizes, ridicules, or condones or promotes violence against a protected class of people is hate speech.

3.2 Protection of Information

You are prohibited from sharing a client or colleague's personally identifiable information on external social media sites. This includes **full name, home address, NRIC number, mobile number, case details, photos** or any other information. For example, if you engage with a client about a complaint or case issue on social media, you should not include any identifying information about that person or their case in your posts. As a rule, you should **never** post personal information about someone else on social media without their written permission. This could cause damage to that person, to your reputation and relationships, and to YGOS, and could even result in lawsuits.



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3.3 Follow the Law and Code of Conduct

To avoid violating trademark, copyright or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a link. You are also personally responsible for complying with any terms of the social media platform you are using. These terms differ across platforms, and can include detailed community standards. You should familiarize yourself with the terms and standards for each platform you use.

3.4 Be Responsible

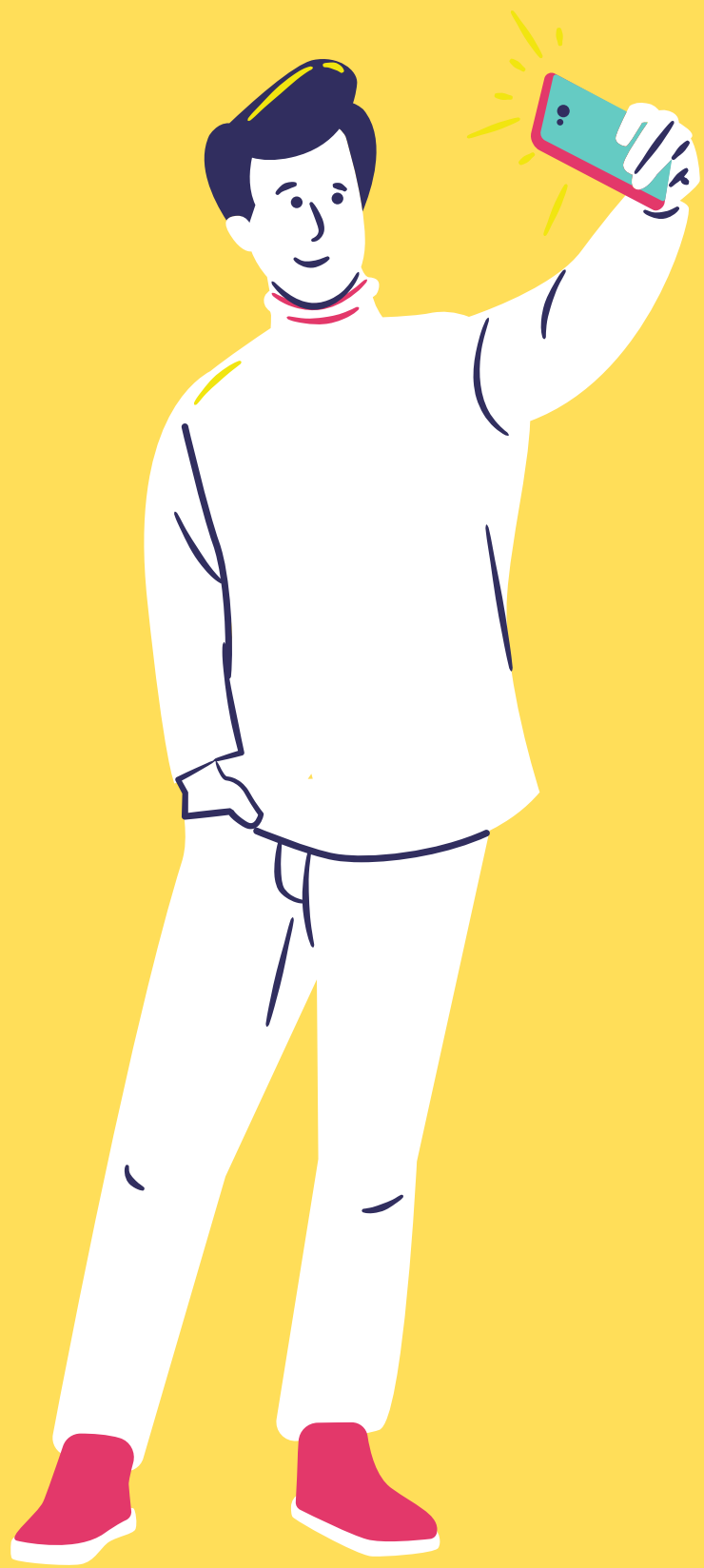


3.4.1 Make sure you're engaging in social media conversations the right way.

All employees are encouraged to share about the organisation and share news and information **via our official social media pages like Facebook and Instagram, but only authorized and trained spokespeople may speak on behalf of YGOS and issue official organisational responses.** If you see something being shared related to YGOS on a social media platform that shouldn't be happening, immediately inform the Corporate Communications team at reitian.foo@ygos.org.sg or admin@ygos.org.sg, your manager, HR or some other appropriate contact. Remember that anything posted in social media can go viral or be screenshot, reshared or reposted as there is very little privacy protection for anything shared on social media, no matter what your privacy settings may be.

If you mistakenly post something on a social media platform, it will be hard to delete completely. So be sure you're only posting content you would feel comfortable showing up in your boss' inbox, your coworker's Twitter or Instagram feed, or the front page of a major news site. **You should avoid posting content that might contain legal conclusions, intellectual property that belongs to other companies, confidential casenotes, religious statements relating to YGOS work or defamatory or inflammatory language.** Everything you post online can be traced back to you, so be sure what you post is appropriate before you post it. Your post might be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just your own, that might not stop someone else online from complaining about your activity and noting that you work for YGOS.

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3.4 Be Responsible



3.4.2 Posting of Images by Employee while wearing YGOS official shirt

We understand that employees may engage in personal social activities after work. However, any images posted on personal social media pages from or during these activities **should not show employees or interns wearing the YGOS shirt, especially if the post is accompanied by text or filters meant to shame, slander, or poke fun at the person wearing the YGOS shirt.** Employees should ensure that they **change out of the shirt before attending such events** if they know that photographs will be taken. Employees should be conscious when mixing portrayal of your work and personal lives. When in doubt, do not post.



4. Ownership of Company's Official Social Media Account

If you participate in social media activities as part of your job at YGOS on an account created for that purpose, that account is considered YGOS' property and remains so even if you leave the Organisation — meaning you will not try to change the password or the account name or create a similar sounding account or assert any ownership of the account or the contacts and connections you have gained through the account. Any materials created for or posted on the account will remain YGOS property. This doesn't apply to personal accounts that you may access at work, but does apply to all YGOS and company branded accounts.

If you have any questions about an account you operate, please reach out to reitian.foo@ygos.org.sg to discuss.

