

Social Networking Policy

Tools with a Mission is easy to identify with and all of us are very passionate about what we do and why we do it. We believe in open communication and you are encouraged to tell the world what TWAM does and the impact it is having around the world. We also want to encourage our employees and volunteers to share their passion with their friends and online communities.

Whether you do so by participating in a blog, wiki, online social network or any other form of online publishing or discussion is completely up to you. However, these new ways of communication are changing the way we talk to each other and in order to avoid any problems or misunderstandings, we have come up with a few guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable employee or volunteer of Tools with a Mission.

Guidelines to follow

1. When you discuss Tools with a Mission on the internet, you must identify yourself with your name and, when relevant, your role within TWAM. Very few people are designated as an official spokesperson for the organisation, so if you are not one of them you must make clear that you are speaking for yourself and not for TWAM. You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Tools with a Mission". Please always write in the first person and don't use your TWAM email, if you have one, for private communications.
2. You are personally responsible for the content you publish on blogs, or any other form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, then don't.
3. Just because information is on internal e-newsletters or other forms of information, it is not OK to let the rest of the world know about it. If an item features the sentence "for internal use only" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone else. If in doubt ask the Chief Executive or Supporter Development Manager for advice.
4. If you are privy to confidential information or involved in discussions concerning future developments within TWAM these matters must remain confidential.
5. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable to the Christian ethos and values of TWAM. You should also show proper consideration for others' privacy.

A Christian charity sending tools across the world

Tools with a Mission, 2 Bailey Close, Hadleigh Road Industrial Estate, Ipswich, IP2 0UD

t: 01473 210220 e: post@twam.uk twam.uk

Registered charity No: 1104903 (England and Wales) SC044069 (Scotland)

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6. Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
7. Please respect copyright. If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
8. Even if you act with the best intentions, you must remember that anything you put out there about TWAM can potentially harm the charity. As soon as you mention TWAM you are upholding the charity's image. Please act responsibly. If in doubt, please contact the Chief Executive or Supporter Development Manager before you hit the send button.

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