



PROCEDURE OF THE "WOMEN'S CENTER UŽICE" FOR THE USE OF SOCIAL MEDIA

Strategic Statement of Procedure: This procedure addresses the challenges of clarifying how to protect privacy and confidentiality, as well as personal, professional and organizational reputation, while achieving maximum benefit from tools such as social media (Facebook, Twitter and YouTube). For the purposes of this procedure, the term 'social media' includes any social networking platform.

For the most efficient and effective use of resources, the "Women's Center of Užice" achieves its goals related to social media through social media sites. The Center staff are responsible for posting messages on the sites, and will ensure ongoing monitoring of comments and posts by others to ensure compliance with this procedure.

Organizational use of social media is any use of social media on behalf and for the needs of the "Women's Center Užice". Any use of social media, as well as any presence of "Women's Center Užice" on social networks must be approved and executed by "Women's Center Užice".

To whom this procedure applies: The staff of the "Women's Center Užice", male and female consultants, members of the Board of Directors, partners, interns and volunteers, as well as donors and business partners.

Scope of the procedure: The staff of "Women's Center Užice", male and female consultants, members of the Board of Directors, partners, interns and volunteers, as well as donors and business partners must comply with this procedure. Any violation of this procedure will be followed by disciplinary action.

Who is responsible for implementing the procedure: The child protection male and female officers in front of the "Women's Center of Užice" are responsible for monitoring, supervising and harmonizing policies and procedures; they are the point of contact for matters related to policy and procedures and are responsible for initiating disciplinary proceedings in the event of policy violations.

Use of Social Media Sites: The Fundraising and Communications Coordinator (Nevena Ostojić) is the only person authorized to post and share materials on social media sites on behalf of the organization.

Organizational requirements: Read section F. Communications - use of images and information about children in the "WOMEN'S CENTER UŽICE" POLICY and PROCEDURES ON CHILD SAFETY AND PROTECTION.

Personal use of social media: The organization allows personal use of social media if references to the organization are displayed in accordance with the rules.

Rules for personal use of social media for staff and volunteers:

- Always write in the first person and use a disclaimer,
- Never post any defamatory, obscene, offensive or harmful content,
- Notify relevant staff in case you notice another member of staff posting such content,



- Do not share any sensitive information - the child's name or place of residence or commercially sensitive information,
- Always comply with the terms of use of the site/service,
- Are personally responsible for the content you post so always think before posting and sharing material,
- Avoid publishing personal information that can identify you,
- Social media sites will be monitored and if it is determined that a staff member has violated the rules of use, he/she will be subject to disciplinary procedures as specified in the disciplinary procedure,
- Abuse can have serious implications and lead to violations of the law, especially in the case of abuse of images of a child, or defamation, harassment and bullying.

Policy monitoring and review: The policy will be reviewed by Child Protection Male and Female Officers every three years.