



## MARGADARSHI SOCIETY® KALABURAGI

[www.facebook.com/margadarshisociety](http://www.facebook.com/margadarshisociety)

[www.twitter.com/margadarshi2002](http://www.twitter.com/margadarshi2002)

### Digital Media or Information Technology Policy

#### INTRODUCTION:

Margadarshi Society®, a non-profit organization is working for the marginalized and neglected children is registered under Societies Act came into existence in the year 2002. The society works for the children without any discrimination of caste, creed or color and brings them to the mainstream of the society by providing them with education, and necessary support. At present, the society is working for 16 years in Kalaburagi, Raichur and Belagavi districts. The society is managed by the Board of Directors with professional zest and concern for Children and is headed by a Chairman and Secretary.

#### Aims of Margadarshi Society

**VISION:** *Margadarshi envisages women and child-friendly environment in sustained society*

**MISSION:** *To make Kalaburagi as a model district ensuring women and child rights, in difficult condition by sensitizing and empowering community groups and making the civil society, government and allied systems and corporate accountable towards their development*

#### OBJECTIVES:

- To rescue and restoration of children who are separated from their families.
- To enhance the quality of lives of the children, through non-formal education, psychological support, and nurture.
- Research to understand the complex issues connected with rehabilitation.
- Reinforce women and children to self-identify, confidence in their abilities, and affection with family to overcome isolation, through orientation camps.
- Create awareness among women, children, public, authorities and other organizations regarding the dangers of trafficking, physical and sexual abuse, child marriage and ways of combating and preventing of the same.
- Lobby with Government Departments such as Women and Child Development, Revenue, Education, Labor, Social Welfare, Health and Family Welfare, Police, Railway Authorities and Organizations working with the children to protect the child rights and child issues through forming local committees.



## NEED FOR DIGITAL MEDIA POLICY

Digital Media policy exists to showcase the Organization works to the society via enhanced media. Now a day's social media platform is where people search for us and browse for more active participation of our organizations. This policy is established organization-wide for our employee's knowledge, active participation and for security purpose as well. The platforms related to the Organization are created, accessed, managed, and/or controlled by the higher authorities of the organization. Information assets addressed by the policy include data, information systems, computers, network devices, intellectual property, as well as documents and verbally communicated information.

Undoubtedly, Intranet & Internet services have become the most important resources. Purpose of digital media policy is to set direction and provide information about acceptable actions and prohibited actions or policy violations. Guidelines are created and provided to help organization, departments, and individuals who are part of the organization community to understand how organization policy applies to some of the significant areas and to bring conformance with stated policies.

## APPLIES TO

- Board of Margadarshi Society.
- Senior Management of Margadarshi Society.
- All the employees of Margadarshi Society.
- Partners/ Donors of Margadarshi Society.
- Beneficiaries of Margadarshi Society's projects.

## RESOURCES

- Internet Access
- Official Websites
- Official Email services
- Social media accounts

## EMAIL ACCOUNT USE POLICY

To increase the efficient distribution of critical information to all staffs, partners and the Organization's administrators, it is recommended to utilize the organization's e-mail services, for formal organization communication and for other official purposes.

E-mail for formal communications will facilitate the delivery of messages and documents to staffs, partner/ donors, external vendors, user groups and individuals. Formal organization communications are official notices from the organization to staffs and other related receivers. These communications may include administrative content, such as program-related communications, daily productivity, human resources information, policy messages, general organization messages, official announcements, etc.

**Users should be aware that by using the email facility, the users are agreeing to abide by the following policies:**

- The facility should be used primarily for organization official purposes and to a limited extent for personal purposes.
- Using the facility for illegal/commercial purposes is a direct violation of the organization's Digital Media policy and may entail withdrawal of the facility. The illegal use includes the unlicensed and illegal copying or distribution of software, sending of unsolicited bulk e-mail messages. And





a generation of threatening, harassing, abusive, obscene or fraudulent messages/images, sharing organization documents without consent.

- While sending large attachments to others, the user should make sure that the recipient has an email facility that allows him to receive such large attachments.
- The user should keep the mailbox used space within about 80% usage threshold, as 'mailbox full' or 'mailbox almost full' situation will result in bouncing of the emails, especially when the incoming mail contains large attachments.
- The user should not open any mail or attachment that is from an unknown and suspicious source. Even if it is from a known source, and if it contains any attachment that is of suspicious nature or looks dubious, the user should get confirmation from the sender about its authenticity before opening it. This is very much essential from the point of security of the user's computer, as such messages may contain viruses that have the potential to damage the valuable information on your computer.
- The user should not share his/her email account with others, as the individual account holder is personally held accountable, in case of any misuse of that email account.
- The user should refrain from intercepting or trying to break into others email accounts, as it is infringing the privacy of other users.
- While using the computers that are shared by other users as well, any email account that was accidentally left open by another user should be promptly closed without peeping into its contents, by the user who has occupied that computer for its use.
- Impersonating email account of others will be taken as a serious offense under the organization digital media policy.
- It is ultimately everyone's responsibility to keep their e-mail account free from violations of an organization's email usage policy.

The above laid down policies particularly 1 to 11 are broadly applicable even to the email services that are provided by other sources such as gmail.com, rediffmail.com etc., if they are being used from the organization's campus network, or by using the resources provided by the organization to the individual for official use even from outside.

#### **WEBSITE POLICY - OFFICIAL PAGES**

The organization's official Facebook Page <http://www.facebook.com/margadarshisociety> is to be updated frequently by responsible staffs namely, Operations Manager/ Planning department

#### **SUPPLY OF INFORMATION BY SECTION, DEPARTMENT, OR DIVISION FOR PUBLISHING ON /UPDATING THE MARGADARSHI SOCIETY WEBSITE**

- MARGADARSHI SOCIETY Head Office, Branch Offices, Program Departments and Divisions should provide updated information concerning them periodically (at least once a week or earlier).
- Softcopy of such information to be sent to the head office email address or reporting heads. This policy is applicable even for advertisement, social media posts and newspapers, and the events organized by Section, Department, or Division.
- Links to any donor web pages or social media pages that must be created for any specific purpose or event for any individual department or program can be provided by the MARGADARSHI SOCIETY domain admin upon receiving the written requests. If such web pages must be directly added into the official website of the organization, necessary content pages (images, if any) must be provided by the respective department or individual in a format that is



exactly compatible with the existing web design/format. Further, such requests along with the soft copy of the contents should be forwarded to the higher authority and domain admin well in advance.

#### **WEBSITE CONTENT**

- All content on the organization website is to be accurate, appropriate and current. This will be the responsibility of Operations Manager, Planning Team and Documentation Officer.
- All content on the website must follow the existing format, if there are new ideas to change it must be prior submitted and approved from the higher management of the organization.
- The content of the website is to be reviewed by the Planning Head before updating it on the website.
- The following persons are authorized to make changes to the organization website:
  - a) Operations Manager
  - b) Planning Assistant
  - c) Documentation Officer
- Basic branding guidelines must be followed on websites to ensure a consistent and cohesive image for the organization.

#### **SOCIAL MEDIA POLICY**

##### **POLICY ELEMENTS**

“Social media” refers to a variety of online communities like Facebook, LinkedIn, YouTube, blogs, social networks, chat rooms, forums etc. This policy covers all of them.

##### **USING PERSONAL SOCIAL MEDIA**

We advise our employees to:

- Use their common sense. If employees neglect their job duties to spend time on social media, their decline in productivity will show on their performance reviews.
- Ensure others know that personal account or statements don't represent our organization. Employees shouldn't state or imply that their personal opinions and content are authorized or endorsed by our organization. We advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.
- Avoid sharing intellectual property like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- Avoid any defamatory, offensive or derogatory content. It may be considered as a violation of our organization's reputation if directed towards colleagues, clients or partners.

##### **REPRESENTING OUR ORGANIZATION**

Employees represent our organization by handling organization social media accounts or speak on our organization's behalf when they are assigned as admins by Operations Manager. We expect them to act carefully and responsibly to protect our organization's image and reputation. Employees should:

- Be respectful, polite and patient, **when engaging in conversations on our organization's behalf. They should be extra careful when making declarations or promises towards beneficiaries and stakeholders**
- Avoid speaking on matters outside their field of expertise **when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility**
- **Inform our [Higher Authorities]** when they're about to share any major-impact content
- **Avoid deleting or ignoring comments** for no reason. They should be listened and replied.



