

# Social Media Policy

Approval date: May 2016  
Review date: March 2021  
Amendment date: July 2021



**PWRDF**

The Primate's World Relief  
and Development Fund

*The Anglican Church of Canada*

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## **PURPOSE**

The intent of this policy is to outline the application and use of social media for communication about PWRDF.

## **APPLICATION**

This policy applies to all directors, members, employees and volunteers of PWRDF while engaged in activities directly related to their involvement in the organization.

## **POLICY**

When using social media to communicate about PWRDF, those to whom this policy applies will:

- be clear, honest, respectful, and factual
- confirm facts, including referencing sources as applicable
- acknowledge and correct any errors as soon as they are identified
- protect their own privacy and that of PWRDF and respect embargoed information
- always be mindful that social media is public and may reach beyond the targeted audience
- respect copyright and other laws and standards
- ensure that posts reflect the mission and values of PWRDF and its partners
- when applicable, state that any views and opinions expressed in original or shared content may not necessarily represent the official view of PWRDF
- state that sharing of linked sites does not necessarily constitute endorsement by PWRDF and that PWRDF is not responsible for the content of external links
- be aware that postings may have been archived and may be retrievable for considerable periods of time
- share any usernames and passwords specifically created for work purposes with co-workers and peers so that work may continue in their absence
- acknowledge that social media profiles created specifically for work on behalf of PWRDF belong to PWRDF and are not to be transferred to other workplaces

## **AMENDMENT**

This policy may be amended by the PWRDF Board.