Partners In Health
Social Media Policy

This policy governs the publication of and commentary on social media by employees of Partners In Health and its related affiliates ("PIH," "PIH/Canada," Zanmi Lasante, etc). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements PIH's code of conduct as well as any existing or future policies regarding the use of technology, computers, email and the Internet.

PIH employees are free to publish or comment via social media in accordance with this policy. PIH employees are subject to this policy to the extent they identify themselves as a PIH employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to PIH). Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that PIH employees must otherwise follow.

Each and every PIH employee and volunteer is an ambassador for Partners In Health, for our partner organizations, and for the work that we do jointly. As such, it is essential that you respect these basic guidelines:

Ask for assistance
Assistance in setting up social media accounts and their settings can be obtained from PIH's social media editor. Social media identities, logon IDs and user names may not use PIH's name without prior approval from the Communications team.

Use good judgment and keep PIH's core values in mind
Remember that there are always consequences to what you write. If you're considering posting something that makes you even the slightest bit uncomfortable, or that might possibly make someone else uncomfortable, think very carefully before posting it. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments and keep PIH's core values in mind when you engage in conversations on social media. Make sure what you are saying is factually correct.

Don't share confidential information
It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our operations, technology such as software, details of current projects, future collaborations or partnerships, financial information, research, and analytics. Always obtain advance permission before taking or publishing someone's picture or sharing a conversation that was possibly intended to be private.

You also must not discuss information regarding the day-to-day operations or overall strategic decisions of PIH or its partner projects. We must also respect the wishes of our partners regarding the confidentiality of current projects.

Protect your own privacy
Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the PIH website. Other privacy settings that might allow others to post information or see

information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

Be Honest
Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for PIH if you are going to use social media professionally or discuss our work directly. Nothing gains you notice in social media more than honesty—or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details or confidential information.

Respect copyright laws and PIH's visual branding guidelines
It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including PIH owned copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. Be mindful that photographs are generally owned by photographers and subject to copyright laws. Please also respect PIH's rights to its registered trademarks, including "Partners In Health," "PIH" and the PIH logo.

Respect your audience, PIH, and your coworkers
The public in general, and PIH's employees, partners, and beneficiaries of our services reflect a diverse set of customs, values, and points of view. Don't say anything contradictory or in conflict with the content on PIH's website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of PIH.

Protect PIH partners and beneficiaries
Beneficiaries, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a patient, partner or beneficiary by name without permission from the Communications team (unless you are reposting a PIH post on Facebook or re-tweeting a PIH post on Twitter) and never discuss confidential details of a patient or partner engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms so long as the information provided does not violate any non-disclosure agreements that may be in place with the beneficiary or make it easy for someone to identify the beneficiary. Your blogs or other personal social media platforms are not the place to conduct PIH business.

Be the first to respond to your own mistakes
If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly. Use your best judgment to determine when an instance should be brought to the attention of the Communications team.

Disclaimers
Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking for the organization officially. This is good practice and is encouraged, but don't count on it to avoid

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Do not distribute

trouble—it may not have much legal effect. PIH's social media editor can provide you with applicable disclaimer language and assist with determining where and how to use that. Remember that you cannot control how others will interpret your views

Social Media Tips
The following tips are not mandatory, but will contribute to successful use of social media:
- The best way to be interesting, avoid trouble, and have fun is to write about or comment on what you know.
- Quality, design, and grammar all matter on social media. Use a spell-checker. If you're not design-oriented, ask someone who is whether your page or profile look professional and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

Enforcement
The principles we've outlined are extremely important to us; we hold all PIH employees and volunteers accountable for following these principles, and will take seriously any violations.

Official PIH social media accounts
When mentioning PIH on social media, please always link directly to our official accounts. PIH's social media editor can provide additional information on how to do this. We also recommend following or monitoring our social media accounts, particularly Twitter and Facebook, to get a sense of best practices and what kinds of information is shared. It is acceptable (and encouraged!) to share any and all of PIH's posts on the below platforms.

Twitter: https://twitter.com/pih
Facebook: https://www.facebook.com/partnersinhealth
LinkedIn: https://www.linkedin.com/company/partnersinhealth
Google +: https://www.linkedin.com/company/partnersinhealth