



FEKO INTERNATIONAL/FEKO/FMA

Social Media Policy

1. GUIDING STATEMENT

As an active member of the community, FEKO International realises the value and importance of social media for business promotion and practices. We also recognize the growing influence of social media and its widening scope. FEKO International has implemented the following social media policy to help our association Chief Instructors and all registered members understand and adhere to standard responsible social media practices, put in place to protect FEKO International as a whole.

Any FEKO International Registered member may elect to create a blog, contribute online, or participate in an online social network of any kind in their own name.

2. POLICIES FOR SOCIAL MEDIA

- Any time you participate in social media, you are posting on your own behalf unless expressly requested by FEKO International to post on its behalf (eg social media, marketing). Any posts on social media or other online publishing should be made under your own name.
- When posting anything that may be associated with you professionally, it is vital that you post a disclaimer such as: “the opinion expressed here is entirely my own and does not necessarily represent the views or opinions of FEKO International.”
- If you identify yourself as a FEKO International Executive Officer, Executive Member, Referee via social media, your opinions and viewpoint must reflect the responsibilities of your position.
- Always adhere to copyright standards and respect the intellectual property of others when utilizing social media platforms or other online publishing forms.
- Do not, under any circumstances, disclose any personal information about FEKO International and its associations. Similarly, do not disclose confidential information about FEKO International, its practices, or any information meant to be shared only with a limited few.
- Any rumours, slander, or confidential information shared via social media may have a significant negative impact on this company and its reputation. Disciplinary and/or Legal action may be brought against the individual responsible for the publication of this information.

3. BEST PRACTICES

- Always respect your audience. In every situation, use social media as a respectful tool to share ideas and information. Be especially mindful when dealing with sensitive subjects such as politics and religion.

- Share content intelligently. If you publish an item professionally, you may help to strengthen the community of FEKO International. Make sure what you publish is helpful, valuable, and promotes the principles of this organisation.
- Please remember that while you may be positing as an individual, others may be aware of your role within FEKO International and simply consider that the nature of the post does not reflect well on FEKO International.
- Protect your privacy. Always think twice before posting and remember that what you share may remain in the public domain for a long time afterwards. Make sure you are protecting your own privacy and that of FEKO International.