

Social Media Policy

The Rett Syndrome Research Trust values open communication and encourages staff and volunteers to engage with supporters and the community on social media platforms. However, we also recognize the need for a clear and concise social media policy to protect our organization and ensure that our online presence aligns with our mission and values.

The following guidelines outline our social media policy:

1. **Confidentiality:** Do not disclose confidential information about our organization, clients, or donors on social media. Confidential information includes, but is not limited to, financial information, client/patient information, donor information, and internal communications.
2. **Respect and professionalism:** All social media activity should be respectful and professional. Avoid engaging in online arguments or negative interactions with followers or other organizations.
3. **Non-discrimination and non-harassment:** Do not post material that is unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person. Anything posted on organizational social media must comply with RSRT's non-discrimination and non-harassment policies.
4. **Accuracy:** Verify the accuracy of information before posting. If a mistake is made, correct it promptly.
5. **Copyright and fair use:** Respect copyright laws and give proper attribution when using others' content. When using copyrighted material, ensure that it falls under fair use guidelines.
6. **Compliance:** Follow all applicable laws, regulations, and policies related to social media use.
7. **Endorsements:** Do not endorse any product, service, or political candidate on behalf of the organization, unless the endorsement is cleared with the chief executive officer.
8. **Personal accounts:** Staff and volunteers are free to maintain personal social media accounts, but should make it clear that they are not speaking on behalf of the organization.

Failure to comply with this policy may result in disciplinary action up to and including termination of employment or volunteer status.

By following this policy, we can maintain a positive and professional online presence while continuing to engage with our supporters and the community.