



Social media usage policy for GUS employees

Garib Unnayan Sangstha (GUS)

Po: Kodalkati, Ps: Rajibpur, District: Kurigram,
Dhaka, Bangladesh

GUS, Head Office, July 3, 2021.

To: All employees of the organization through notice board From : Deputy Executive Director

1. Background/Declaration:

With the advancement of information and communication technology, the use of social media is increasing in popularity all over the world. Its use is increasing at the individual and institutional level in our country. It is known that 80% of internet users in Bangladesh use social media. At the same time, it has been seen that most of the GUS workers are using this social media and posting or publishing the information and pictures of various activities on different social media. In that context, this policy has been formulated to ensure proper use of social media among the employees of the organization.

2. Definition:

2.1 There are some websites or mobile applications that we use to exchange information with each other. Almost all mentioned media websites require internet connection to use. Generally these websites or applications are called social media. Notable social media are: Face book, Twitter, Skype, Integra, YouTube, WhatsApp, Viper etc.

3. Objectives:

3.1 Ensuring effective use within the organization;

3.2 determining the dos and don'ts of employees using social media;

3.3 Ensuring necessary security and privacy in the use of social media.

3.4 To protect employees of the organization from cyber bullying or prevent any employee from engaging in cyber bullying. (Cyber bullying here means using Face book, Twitter, Skype, Integra, YouTube, WhatsApp, Viper, Website, Internet etc. to share confidential information of any person or organization.

Constantly teasing someone with pictures, abusing someone, making small/disdainful remarks which hurt his honor etc. so that he/the organization feels grossly humiliated and he/she breaks down mentally.)

4. GUS Position on Social Media:

4.1 GUS considers the use of social media to be an employee's personal matter. But since GUS believes in continuous human resource development and regularly invests money, talent and manpower for the same, GUS considers it essential to advise and sensitize its employees on good and bad. Therefore, GUS discourages its employees from using social media, especially Face book, to the detriment of their personal, family and professional lives.

4.2 and 4.3 GUS believes that social media has the following advantages and disadvantages:

Advantages Disadvantages

4.2.1 Helps to keep in touch with your relatives and friends

4.2.2 GUS regularly conducts various awareness campaigns, advisory campaigns.

GUS can promote the value statements of an activist organization through social media.

4.2.3 These mediums can play a helpful role in learning various subjects.

4.3.1 Using social media often becomes an addiction, it becomes difficult not to use it.

There is a kind of populist mindset and there are instances of mental/physical illness.

4.3.2 Self-presentation, self-presentation is created. Then people forget the time requirements for their personal/professional and family development.

4.3.3 Wastes work time and rest time.

4.3.4 There is a risk of engaging in various unethical, unsafe, extremism.

4.3.5 Tendency to spend time with family members decreases.

4.3.6 Failure to use proper safety procedures may result in various hazards.

One's account is used by another to create negative situations.

4.4 GUS considers that the daily working hours of a healthy person should be divided as follows: 8 Hours of work out of 24 hours a day, 8 hours rest and remaining 8 hours for family or self pleasure, Allotment for acquiring knowledge. This time should be reserved for socializing. But internet based communication medium is not the only medium, It should be remembered that meeting or talking face to face contributes the most to strengthening the relationship.

4.5 A friend request must be accepted by a person's first or second supervisor via social media.

5. Dos/Don'ts as a GUS employee:

5.1: What can be done 5.2: What cannot be done

5.1.1 Presenting information about the work of the organization with pictures

5.1.2 Communication and Exchange

5.1.3 Highlighting social issues/problems and finding solutions

5.1.4 Dissemination of public awareness information

5.2.1 No suggestive status can be given on Face book that any employee, own organization or outsider feels insulted.

5.2.2 If a person or group or organization feels insulted by a posting that causes others to comment and uses language that is anti-social or disrespectful, the posting and commenting is not objected to by the original posting staff. Both providers will be covered under Mis-Conduct.

5.2.3 No political or religious or cultural debate of any ethnic entity shall be engaged in.

5.2.4 No matter related to national unity and consciousness can be posted.

5.2.5 Gender discrimination or any contentious matter related to it shall not be posted.

5.2.6 Nothing about the organization's ideals, values, rules and regulations can be written or published.

5.2.7 No subject or picture which hurts the religious sentiments of any community shall be published.

5.2.8 No religious propaganda material shall be written or published.

5.2.9 No political ideals, sentiments or propaganda images or content may be written or published.

5.2.10 nothing can be written or published denigrating any marginal population.

5.2.11 Gender discrimination or any controversial posts related to it shall not be written or published.

5.2.12 No matter shall be written or published which may cause displeasure or unpleasant attitude in the public mind.

5.2.13 No complaint or grievance can be expressed against the organization or management.

5.2.14 Company confidential information shall not be disclosed through social media.

The organization has an information disclosure policy for disclosure of information.

5.2.15 Face book cannot be used during office hours.

5.2.16 No post against the government can be given.

5.2.17 the concerned first supervisor will monitor the matters in this regard.

6. Ensuring safety through social media is very important:

6.1 Account can be easily hacked through Face book or other means. Someone else can take control of the account in various ways.

Another person can take control of the account and run various dangerous campaigns, promote something embarrassing.

As a result, there is a fear of falling into danger.

In this case, the following points should be considered by the GUS staff on an urgent basis:

6.1.1 Have a good idea about the security of Facebook or all other media.

6.1.2 Account password must be changed regularly, this password cannot be given to anyone.

6.1.3 Almost everything can be controlled on Facebook, who can see writings or posts, who can write posts, who can add names to their posts. Know them and take action accordingly.

6.1.4 Links given by strangers should not be linked to unknown links given by acquaintances.

6.1.5 Do not befriend someone who is unknown or untrustworthy (whose behavior and character or details are not fully known).

6.1.6 Computer or mobile anti-virus must be updated.

7. This policy covers:

7.1 This policy shall apply equally to all permanent, temporary, contractual, voluntary, unpaid employees of GUS.

7.2 The Company shall not be responsible for any posts, comments or anything else posted by any employee on social media.

7.3 Any employee who violates this policy and commits any of the "do nots" mentioned in clause 5.2 shall be subject to administrative action on charges of mis-conduct.

8. This policy will be effective immediately and anyone who disagrees with it may contact the undersigned by any means by June 20, 2021. Later important parts of it will be included in the GUS Human Resources and Administrative Management Principles.

9. It will be hung on all the notice boards of the organization till June 20, 2021 and after that it will be signed by all and will go to the specified file. This circular will be discussed in the next two meetings.



Md. Abdul Latif
Founder - Executive Director
Garib Unnayan Sangstha
(GUS).

*Md. Abdul Latif
Executive Director
Garib Unnayan Sangstha (GUS).*



সাজেদ ইসলাম
সভাপতি
গরিব উন্নয়ন সংস্থা
(গুস)

*Md. Sajedul Islam
Chairperson - Board of Trustee
Garib Unnayan Sangstha (GUS).*

Copy: Executive Director, All directors, Office copy

Garib Unnayan Sangstha (GUS) Full Member of Core Humanitarian Standard (CHS Alliance)

