

Social Media Guidelines

Introduction

Social media platforms such as Facebook and Twitter offer an opportunity to World Vision Ireland to communicate with our supporters and other groups/individuals who share an interest in our organisation or overseas aid in general.

We encourage comments of all kind – positive and negative. We aim to answer all queries and use social media to communicate directly with our users.

Social media is treated as a source of information for our supporters and thus we offer information about World Vision in general as well as about our supporters (following agreement) and overseas development aid.

As most social media platforms are as such an open medium and we cannot monitor comments as they occur, World Vision Ireland has set a number of rules that we believe will benefit all users of our social media pages including supporters and staff.

Respect

We ask all users of the page to engage with each other in a respectful manner. This includes all interaction with World Vision Ireland staff. The same applies to our staff who communicate with our visitors on Facebook, Twitter and the like.

We endeavour to answer all questions as soon as possible and react to comments where applicable. However, as sometimes we need to research questions or wait for an answer from one of our partners in Africa, we ask for some patience.

Ownership of Comments

Only comments made by World Vision staff with access to administrator rights or following agreement by management reflect the views of World Vision.

We encourage all comments from supporters but please note, that these may not reflect the views and policies of World Vision Ireland. We will engage with these comments on the site and will endeavour to clarify our position on the page.

Deleting comments

Comments that are racist, sexist, sectarian, homophobic, ageist or otherwise abusive will be deleted.

Comments that include threats of physical violence or advocate the use of force or physical violence will be deleted.

Comments selling or advertising commercial products or services will be deleted.

Defamation

Defamation occurs where a false statement is published about a person, which tends to lower that person in the eyes of 'right-thinking' members of society. Defamation is a generic term – slander is defamation in a transient form, while libel is defamation in written or permanent (or equivalent) form.

Comments that are defamatory will be deleted.

Off-topic

Of course conversations can develop that may deviate from the original topic. We encourage our supporters to communicate with each other and build a network. However, should those conversations move in a direction unsuitable to the social media platform used, the World Vision team will intervene or perhaps even remove these comments.

Spam

Facebook has an automatic filter that hides comments it believes are spam. These tend to be comments that are extremely long or that include links or email addresses. These comments can be seen by the account holder and the person who made them, but not by anyone else.

We will endeavour to monitor this as closely as possible. Any comments that should not be marked as spam will be unmarked and the benefit of the doubt will be given to the user.

Contact

If you have any queries about World Vision, these guidelines, wish to report a violation or believe you are being treated unfairly, please contact us by email Ireland@wvi.org stating Social Media Guidelines in the subject line.