

Social Media Policy of German Sparkassenstiftung

1. Introduction

Purpose of Policy

German Sparkassenstiftung for International Cooperation (DSIK) uses social-media platforms to inform its followers about its work and to stay informed about partner organizations. How DSIK and its staff present themselves online adds to the positive image and standing we as an organization enjoy around the world. Therefore, the main goal of this policy is to raise awareness of DSIK staff for a safe and responsible use of social media.

Scope of Policy

Social Media often relates to platforms and services. DSIK understands social media to be any means of communication that mediates between people in a digital world. Therefore, text messages, e-mails, messenger-services (WhatsApp, Telegram, Signal, etc.), and platforms (Facebook, LinkedIn, Youtube, TikTok, etc.) are included.

2. Guidelines

Ethics & Values

All content distributed with corporate accounts or private accounts mentioning DSIK needs to reflect the ethics and values laid out in DSIKs Code of Conduct and Non-Discrimination policy.

Corporate Accounts

a. Language usage

We expect our employees to be respectful to all other users and that words are chosen carefully and do not propagate stereotypes, racism, homophobia or other inappropriate behavior. DSIKs Gender-Inclusive Language Guide is to be considered.

b. Imagery (Copyright etc.)

Copyright of images or other media must be respected. Every person has the right to his or her own image as set down in the framework of the art and copyright law. Without his or her written consent photographs may not be published. DSIK provides templates for “contracts of use” and “declaration of consent”.

c. Logos and Design

The [DSIKs Style Guide](#) must be adhered to. Equally the usage of partner logos, logos of donor organizations, national institution and other provided PR material have to be aligned with their respective guidelines.

d. Content

Content should reflect DSIKs mission, goals, and expertise. All content should be in relation to DSIK activities and/or should improve DSIKs standing around the world.

Private Accounts

e. Disclosure of Relation to DSIK

Employees shall disclose their relation to DSIK when posting, sharing, or expressing something about DSIK on private social media accounts.

f. Posts / Complaints about Employer / Partner

DSIK provides a reporting tool for grievances or complaints . Therefore, employees shall refrain from posting negatively or complain about DSIK or one of its partners on Social Media platforms online.

g. Information about DSIK

Internal and confidential business-related information, which is not yet published, is never to be shared online.

Media Contact

All request from media outlets (e.g., interviews) through social media platforms shall be forwarded to the project manager in Bonn and/or pr@sparkassenstiftung.de.

Disciplinary Action

DSIK reserves the right to sanction employees for their usage of social media if it is in clear violation of the rules and guidelines discussed in this policy. This applies to the whole scope of professional as well as private usage if the distributed content reflects badly upon DSIK and is in clear violation of our ethics and values.