



national film and video foundation
SOUTH AFRICA
an agency of the Department of Arts and Culture

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NATIONAL FILM AND VIDEO FOUNDATION

SOCIAL MEDIA POLICY



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APPROVAL

The signatories hereof, confirm their acceptance of the content and authorise the adoption thereof.



Signature: Chairperson of the Council

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Date

Contents

1. DEFINITIONS.....	3
2. POLICY OBJECTIVES	4
3. SCOPE OF APPLICABILITY.....	5
4. GENERAL CONDUCT, ROLES AND RESPONSIBILITIES	5
5. BREACH	8
6. POLICY REVIEW	8
7. NFVF SOCIAL MEDIA PLATFORMS.....	8

BACKGROUND

- The National Film and Video Foundation (hereinafter referred to as "NFVF") fully respects the rights of all NFVF Officials to engage in social media. In general, the NFVF officials may freely engage on social media in their own time. However, use of social media in or outside of work that affects job performance, the performance of others, and the NFVF's business interests are of a high priority for the development of the NFVF's Social Media Policy.
- As a result, the NFVF has developed this Social Media Policy to guide NFVF Officials in respect of how social media is used. It is important to take proactive, reasonable and appropriate steps to protect the privacy, security and image of the NFVF, its partners and stakeholders. This Policy is intended to foster an open and expressive environment, while at the same time, maintain corporate security and reputation.
- This Social Media Policy is not intended to interfere with or decrease the legal rights of NFVF Officials to engage in social media, and the provisions of this Policy should be read and understood to apply only to the extent that they don't conflict with rights under the Constitution (namely the freedom of expression and privacy) and/or any related legislation.

1. DEFINITIONS

- 1.1. **"Confidential information"** means to any private and/or proprietary information or intellectual property belonging to the NFVF or any other party that the NFVF deals with;
- 1.2. **"Content"** means a combination of information and communication that is posted or messaged and authored by a social media user;

- 1.3. **“Defamation”** means any statement that is made or published with the effect of damaging the good reputation of another person (natural or juristic person) and/or the wrongful and intentional publication of deliberately hurtful words or conduct that refers to another person (natural or juristic person);
- 1.4. **“Derogatory conduct”** means any insulting statement or remark that is meant to hurt another person’s feelings;
- 1.5. **“Official”** means any person in the employ of the NFVF, including council members, members of Council sub-committees (including panel members), managers, temporary employees and interns;
- 1.6. **“NFVF Policies”** means the framework of NFVF Policies, as amended from time to time;
- 1.7. **“Social Media”** means a term used to describe a range of online tools such as websites, web-based platforms and applications that are designed for online interaction, content consumption and to generate content. Examples of social media applications, channels and platforms include Facebook, Google Plus, Twitter, Tumblr, Snapchat, WordPress, Blogger, Wiki, Amazon ratings, Flickr, Instagram, YouTube, Vimeo, Viddler, Facebook Messenger, WhatsApp, Google Hangouts, chat rooms, email, TikTok, Podcasts, etc. This list is not exhausted as other platforms start to get developed as time goes on.

2. **POLICY OBJECTIVES**

The NFVF seeks to, amongst other things:

- 2.1. establish guidelines by which the NFVF Officials can conduct responsible and constructive social media engagement while protecting the name of the NFVF.

- 2.2. promote a safe and conducive working environment for all NFVF Officials.
- 2.3. promote a standard of online responsibility for NFVF Officials.

3. SCOPE OF APPLICABILITY

- 3.1. This Policy applies to all NFVF Officials.
- 3.2. This policy will apply for the duration of the Officials' contract with the NFVF.
- 3.3. All Officials are responsible for their own compliance with this Policy and should ensure that they take the time to read and understand it.
- 3.4. Social Media use in terms of this Policy includes social media use by an NFVF Official after working hours and during off-days.

4. GENERAL CONDUCT, ROLES AND RESPONSIBILITIES

Depending on the context, NFVF Officials may be seen to be representing the NFVF on social media and should at all times, act with due care, consideration and responsibility on all social media platforms.

As a result, all NFVF Officials are encouraged to adhere to these guiding principles:

Do	Do not
<p>4.1. Act with due care, consideration and responsibility on social media adhering to NFVF values which are integrity; respect; equitability; innovation; collaboration; and professionalism.</p>	<p>4.2. Make official statements on behalf of the NFVF unless they are duly authorised to do so. In a case involving the NFVF or NFVF Officials, all social media communication will happen under the direction of NFVF's Marketing Manager or the CEO.</p>
<p>4.3. Engage in good faith on any topics online and in the best interests of the NFVF and with the care and skill that can reasonably be expected from a person with his or her knowledge and experience.</p>	<p>4.4. Speak on matters outside your field of expertise. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibilities.</p>
<p>4.5. Act within the spirit and the Policies of the NFVF and laws of the Republic as well as treating people on social media with the appropriate level of respect.</p>	<p>4.6. Share NFVF intellectual property, including NFVF contract templates to third parties without the approval from your Line Manager.</p>
<p>4.7. Show respect for human rights (of the people you engage with and speak about) when engaging on topics of any sort on social media.</p>	<p>4.8. Discriminate another person on the basis of race, gender sex, pregnancy, marital status, family responsibility, ethnic or social origin, colour, sexual</p>

	orientation, age, disability, religion, HIV status, conscience, belief, political opinion, culture, language, and birth.
4.9. Correct factual misrepresentations made about the NFVF by the media, analysts, bloggers or other social media users.	4.10. Bring the NFVF's or any NFVF Official's name into disrepute.
4.11. Correct or remove any misleading or false content as quickly as reasonably possible.	4.12. Let social media activities interfere with their quality of work or commitments to the NFVF.
4.13. Have a disclaimer to separate your opinion from the NFVF's such as "this is my personal opinion and not necessarily the opinion of my employer". Though be aware that use of this disclaimer does not by itself exempt NFVF Officials from a special responsibility when making social media disclosures. NFVF officials must consider whether the personal thoughts they publish may be misunderstood.	4.14. Tarnish another person's reputation or infringe on the rights of someone else.

4.15. Officials should double-check all content relating to the NFVF before they post or share it.	4.16. Disclose confidential information to any outside persons.
	4.17. Upload pictures or videos (in any format) of other NFVF Officials without consent.
	4.18. Engage on social media slander, defamation and derogatory conduct.

5. BREACH

An Official whose conduct on social media is in breach of this Policy is committing misconduct and will be dealt with in accordance the HR Manual. Where the misconduct under this Policy constitutes a breach of any law of the republic, a case may be reported to the relevant authorities.

6. POLICY REVIEW

As technology and social media platforms evolve, this policy will also evolve in line with emerging trends. This policy will be reviewed annually.

7. NFVF SOCIAL MEDIA PLATFORMS

NFVF officials are encouraged to follow the NFVF's Twitter/Facebook/LinkedIn/Instagram/Youtube accounts. These accounts are:

Twitter: <https://twitter.com/nfvfsa>

Facebook: <https://www.facebook.com/nfvfsa/>

LinkedIn: <https://www.linkedin.com/company/national-film-and-video-foundation-south-africa/>

Instagram: <https://www.instagram.com/nfvfsa/>

YouTube: <https://www.youtube.com/user/nfvfsales>

Officials are also encouraged to support the SAFTAs

Twitter/Facebook/LinkedIn/Instagram/YouTube.

Twitter: <https://twitter.com/saftas1>

Facebook: <https://www.facebook.com/saftassa/>

Instagram: <https://www.instagram.com/saftassa>

YouTube: https://www.youtube.com/channel/UC3N507xysI7WuXpEVzKO_jg