SOCIAL MEDIA POLICY

August 2020

Name	Designation	Date	Signature
Eng. Margaret Ogai	Hon. Secretary	30-6-2021	
Eng. Nathaniel Matalanga	President	14/7/2021	

VISION

"Engineering a Sustainable World."

MISSION

"To promote and develop the engineering profession for sustainable development and welfare of humanity."

CORE VALUES

Integrity

Inclusivity

Innovation

Independence

Sustainability

The Institution of Engineers of Kenya

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1. Introduction

The advent of the Social Media platform has introduced a Social-economic dimension that was not earlier on envisaged to constitute a content carrier that would require a policy or framework. The rapidly changing landscape in information and communication requires a policy statement to define the framework for the development and management of the same.

The Institution of Engineers of Kenya has several official social media channels on social media sites including Twitter, Facebook, Instagram and YouTube. The IEK website is the default home for all of the Institution's web content but sometimes there are better ways to meet the communication and engagement objectives by providing content elsewhere. A listing of all IEK social media accounts, which can be found on IEK website. For further information on these accounts please see **Annexure A**.

From time to time IEK will also need to create a new IEK channel or tool using an existing social media site to take advantage of new engagement opportunities as well as adapt to emerging digital platforms.

The policy emphasizes the need for demand–driven and open communication that is both real-time and responsive to emerging challenges in the context of resource constraints and continually increasing demand for faster, better and effective communications.

2. Rationale

The Institution is desirous of meeting it objectives of relevance, growth in membership and networking with resultant effects of robust revenue growth. IEK recognizes that effective communication is an important catalyst to attainment of both mission and vision. Social Media in all its forms has emerged as a key communication tool. With the burgeoning youthful population, Social Media affords the real-time and effective response to information needs for a membership organization.

Granted the rich mix of membership making the Institution, a Social Media Policy is thus essential to regulate, coordinate, promote and provide a framework for information sharing within the Institution.

3. Purpose

The purpose of this policy is to establish IEK principles on the use of social media to ensure that best international business standards are observed while communicating online with current and potential stakeholders.

In line with the commitments made in the IEK Strategic Plan 2019 – 2022, IEK shall use Social Media in all its forms to complement and augment its efforts to engage with its stakeholders.

The purpose of this engagement work is to:

(i) Promote the work of the Institution;

(ii) Encourage greater participation in the work of the Institution; and

(iii) Raise the profile of the institution.

In its use of social media, the Institution will:

(i) Develop social media channels to promote the Institution as a distinct and knowledgeable voice online.

(ii) Provide up-to-the-minute access to the Institution's work;

(iii) Use tools that encourage greater engagement of its members, policy makers and the public; and

(iv) Set out clear governance structures for all its social media channels.

To achieve its goals, the Institution recognizes the need to:

(i) Listen to conversations – opinions about the institution or relating to its mission and purpose

(ii) Create and publish engaging content;

(iii) Engage in and facilitate conversations;

(iv) Analyze the effectiveness of content and content strategies; and

(v) Set performance targets and benchmarks

4. Scope

The policy shall apply to all IEK Members, Staff, Service Providers, Partners, Other Institutions and Professionals who will in one way or another relate with the Institution from time to time.

5. Roles and responsibilities

The IEK Constitution stipulates that the President of the Institution is the official spokesman of Institution on matters of policy and leads engagements with external stakeholders while The Honorary Secretary is responsible for communication with IEK Members and Staff at the IEK Secretariat.

The CEO is responsible for issuing communications of routine nature and managing all IEK official communication channels, including all social media channels.

The president or Honorary secretary may delegate specific responsibilities to other council members as deemed necessary for efficient communication.

6. Code of Conduct and adherence to code of other policies

Use of social media channels must be in line with current professional standards, institutional guidelines, codes of conduct and legal obligations that apply to IEK Staff Code of Conduct. It must contribute to the Institution's strategic objectives. Social media should also ensure that the Institution's inclusiveness and diversity agenda is adhered to.

In social media, the line between an official's or members professional and personal life can be very blurred. The policy is aimed at making this clear. The effective implementation of the Social Media Policy will be guided by the following principles:

a. No official, Member or employee or their committees shall participate in on-line chat rooms or bulletin boards in a manner that may be perceived as communicating on behalf of IEK, unless authorized as provided by this policy.

b. All IEK officials, members and staff shall ensure that before posting any message online on or about the Institution, all posts shall be completely accurate, not misleading and they must not reveal confidential information about the Institution. All Officials, members and staff shall exercise sound judgment and common sense and when in doubt, DO NOT POST IT.

c. When using social media on behalf of IEK, officials, members and staff shall always remember to be respectful to all online users. All Institution representatives shall ensure that all posts convey the same positive, optimistic spirit that IEK instils in all of its communications. Officials, members and Staff shall be respectful of all individuals, races, religions and cultures.

d. Personal Attacks: IEK members, officials and staff shall ensure that even in a situation of disagreement with online users, IEK officials, members and staff must refrain from personal attacks or being disrespectful to others.

e. Offensive Language: Comments including but not limited to, profane or provocative language shall be avoided at all costs (including but not limited to hateful, racially or ethnically offensive or derogatory content, threats, obscene or sexually explicit language shall not be tolerated). IEK officials, members and employees shall not engage in any communication that is defamatory or infringes upon the intellectual property, or privacy and publicity rights of others.

f. IEK officials, members and staff shall ensure that where they use social media for personal/private reasons outside the Institution and any discussion arises on or about the Institution, its committees or the Council, the respective persons shall make it clear that any views expressed do not represent those of IEK and shall adhere to the above mentioned key Social Media Policy Guidelines.

g. IEK officials, members and staff shall ensure that all posts, pictures, messages, opinions or other forms of writings posted online do not in any way, manner or form damage IEK's reputation. In the case of serious breaches, such parties shall be subjected to the IEK's established disciplinary procedures.

h. Protection of IEK's stakeholder's privacy: All Officials, members and staff shall be conscientious regarding any Personally Identifiable Information (PII) that is gathered in the course of their official duties, including how it is collected, stored, used, or share PII, all of which shall be done pursuant to applicable policies. All postings made on social media must not under whatever circumstances contain stakeholders' confidential data since this could lead to potential legal suits. All stakeholders' confidential information not in the public domain, acquired by virtue of these person(s) official duties by any IEK official, member or staff and posted online shall be treated as a serious breach and such parties shall be subjected to the IEK's established disciplinary procedures.

i. Proprietary Institution information shall not be disclosed to anyone without the prerequisite authorization. All proprietary information shall be protected and kept secure. In the course of normal business activities, suppliers, members and partners may sometimes divulge information that is proprietary to their business.

j. IEK officials, members and staff shall not share official documentation or contents of official emails on Social Media.

Any breach of this policy should be reported to the Hon. Secretary of the Institution of Engineers of Kenya through secretary@iekenya.org

7. Content for Publishing on Social Media

Content for publication shall be categorized as follows:

i. Impactful Content –

   a. This is content that is considered to promote the ideals of IEK and results in overall value chain position for the institution.

   b. This is content that may be construed to commit or bind the Institution by virtue of its Legal existence

ii. General Content

   a. This is content that is conversational in nature and does not pose any danger of adversely affecting the reputation of the Institution

   b. This is content that is informational, educational, awareness creating or promotional, advocacy or for publicity and poses no harm to IEK or part or all of its audience and is not in breach of any statutory provisions.

   c. This is content that is responding to a trending subject that is within domain interest of the Institution and poses no risk of reputation damage or potential litigation.

8. Funding

Funds for maintaining IEK social media channels will be sourced from:

i. Annual allocation from the IEK Budget.

ii. Grants, private, public organizations and development partners as additional funding and grants.

9. Creating a new social media account

The scope of the Institution's social media accounts is quite exhaustive, but in certain cases departments or individuals may believe that they need a dedicated social media presence, and that is certainly possible. The Chief Executive Officer will help to determine if a new social media account is the best solution, with final approval obtained from the Executive Committee.

10. Relevant Legislation

This policy is operationalized by:

a. The IEK Constitution,
b. Guidelines issued by the Council
c. The Constitution of Kenya.
d. Kenya Information Communications Act, 1998
e. Consumer Protection Act, 2012

11. Related IEK policies:

i. IEK Information Security Policy
ii. IEK Communications Policy
iii. IEK Members Code of Ethical Conduct
iv. IEK Staff Code of Ethical Conduct
v. IEK Data Classification Policy

12. Policy Review

This Policy shall be reviewed from time to time to accommodate changes in Law, Government regulations and operating environment and in any event at intervals of periods of two years from last revision date. Stakeholders will be invited to submit concerns and emerging issues pertaining to this policy and specific proposals in addressing such issues within the policy framework.

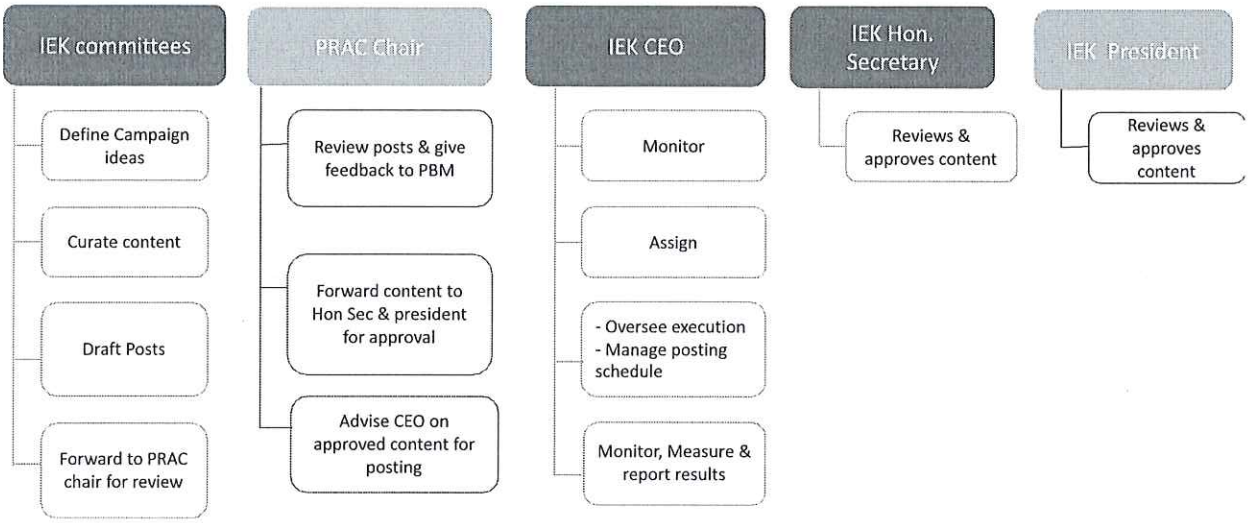
13. Annexure A

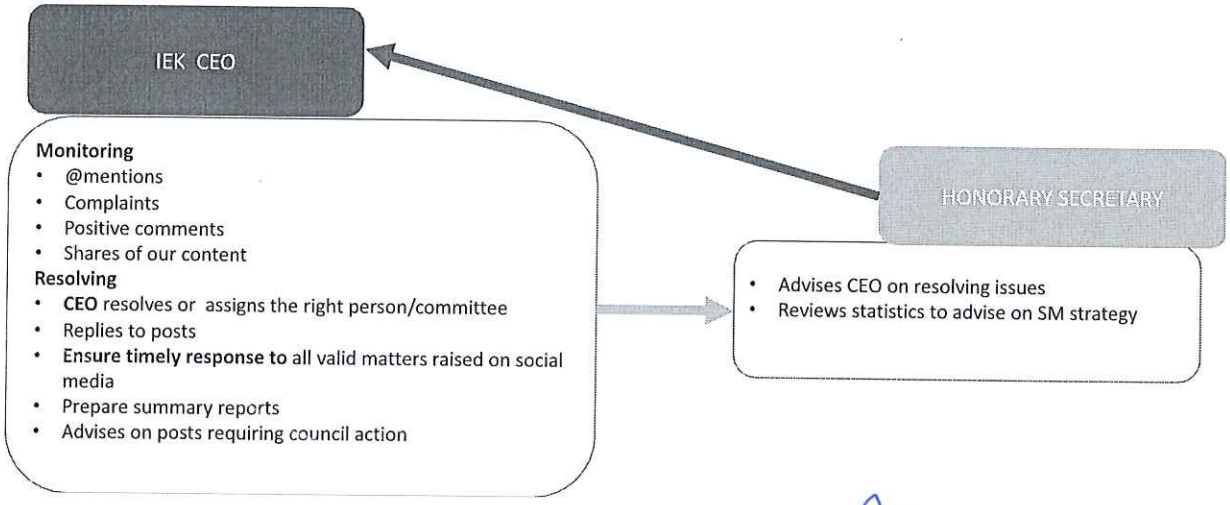
13.1 Owned Social Media Assets

Platform	Name	URL
Website	IEK	https://www.iekenya.org/
YouTube	IEK YouTube	https://www.youtube.com/channel/UCwQmOMz4w9JxPRb8-PJ3XzQ
Facebook	IEK	https://www.facebook.com/TheIEK/
Twitter	IEK	https://twitter.com/theiek?lang=en
LinkedIn	IEK	https://www.linkedin.com/company/the-institution-of-engineers-of-kenya/
Instagram	IEK	https://www.instagram.com/theiekenya/
Telegram	IEK Members	
Branch platforms	*"As approved"*	

14. Annexure B

14.1 Responsibility – Who does what?



15. Annexure C

Social Media Monitoring