



# Social Media Policy and Guidelines

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## **Preface:**

There is no getting around the fact that social media has changed the way we interact today, due to its mobility, swiftness and the huge number of people that we can be engaged with on a daily basis.

In the past, interactions were limited to people or establishments that you knew. Today you can interact with people from all around the world, and share opinions with a far wider and diversified crowd of people, customers, working professionals, and specialists.

Another big change that has occurred because of social media is that there is now no filter on communication, so a message can be instantly sent out to thousands or even millions of people uncensored and easily searchable.

The above facts, called us to come up with a simple guidelines and best practices document, to clarify what is expected of you being an associate and an important part of FAHR.

Whether, an employee, a contractor, or a social media specialist officially working on the FAHR accounts, these guidelines are for you. And will be updated regularly to keep pace with the changing world of networking and social tools.

### **Document Release Date:**

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## Vision, Mission and Values of FAHR:

Let us begin by sharing FAHR's core Vision, Mission and Values, so we can always be reminded of the big picture, the reason of our existence and how we should be serving our large audiences.

### Vision

Happy and innovative government human capital that leads the UAE to global leadership.

### Mission

Enhancing the competitiveness of the UAE government through achieving career harmony for the Federal Government Human Capital, and by supporting them in increasing their capacity and maximizing their efficiencies, in addition to optimizing the use of systems and to continuously develop innovative solutions to serve them.

### Values

- Loyalty and Allegiance.
- Integrity and professionalism.
- Leadership and team spirit.
- Determination and perseverance.
- Participation and cooperation.

### Strategic Objectives

- Develop and implement an integrated legislative system for the management of the Federal Government human capital.
- Promote and develop the Federal Government human capital to achieve global leadership.
- Create a happy and motivating work environment for the Federal Government human capital.
- Ensure all administrative services adhere to the quality, efficiency and transparency standards.
- Establish a culture of innovation in the work environment and embed it as an institutional function.



## Social Media Guidelines

### Maintaining Honesty and Integrity All the Time

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about FAHR, fellow associates, members, customers, suppliers, and people working on behalf of FAHR or other establishments.

- Use your real name, identify that you work for FAHR, and be clear about your role.
- Stick to your area of expertise; write what you know. If you publish personally and outside FAHR, please use a disclaimer like: “The postings / opinions are my own and don't necessarily represent those of FAHR”.
- Seek help on matters outside of your specialization instead of sharing information that you are not sure of.

### Respectful Content

- Treat everyone with respect, and avoid being dragged into conversations that can harm the feelings of others or degrade their religion, ethnicity or beliefs.
- Be fair, avoid discriminatory remarks and respect the privacy of others.
- Resist the temptations to be offensive or to get defensive replying to comments / statements that differ with your values. Being emotional will be harmful to your image and to FAHR in case you are officially representing it and can cause long term or irreversible damage to reputation.
- Refrain from commenting negatively, on FAHR and / or other government bodies and establishments.

### Using Social Media at Work

Social media usage during official working hours is not recommended, as it reduces employee productivity and can cause quick fatigue and higher levels of stress.



If you must use social media during working hours, then do that on scheduled intervals and for limited periods of time, so it won't interfere with performing your other duties.

### **Being Officially Assigned**

- If you are officially assigned to post, reply and comment, for and on behalf of FAHR, then an official authorization document should be given by your manager. The document must contain clear descriptions of your roles and responsibilities, the goals you should be achieving, the resources available for you to use to reach those goals and any escalation levels and procedures.
- Respect copyright and fair use laws. For FAHR's protection and well as your own, it is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others in the UAE. You should never quote more than short excerpts of someone else's copyrighted work. And it is good general blogging practice to link to others' work.

### **Confidentiality**

Social Media encourages you to share information and connect with people. When you use it, you should try and build relationships, but you should also be aware that through your relationship with FAHR, you have access to confidential information that shouldn't be made public. So, you shouldn't share confidential company information or any of our customers' personally identifiable information without being permitted to do so.

### **Governing Law**

This document, is governed by the laws of United Arab Emirates, and effective from the date of release.

