



**MOB RURAL HEALTH CENTRE, MANDYA**

**DIGITAL MEDIA POLICY**

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## I. INTRODUCTION:

**MOB Rural Health Centre** is a Non Governmental Organization run by a group of committed women. It had a simple beginning at Srirangapatna in 1992 following the request of Dr. Hema Reddy, then Joint Director of Health and Leprosy in Karnataka State. It is a society registered under Karnataka Society Registration Act 1960, whose founding director was Sr. Leela, Cheenothuvattukulam who dedicated her life for the cause of poor and marginalized of the society. The main office of MOB RHC is situated in the premises of the Government Medical College, Mandya. It was started for the leprosy eradication program, understanding the felt needs of the society, from 1998 MOB RHC expanded its services to other areas like awareness program on HIV/AIDS, empowerment of Women, Children, Community Based Rehabilitation of the differently able, Ulcer care centre and destitute home.

To address the major challenges, MOB has adopted the following objectives:

- Community Based Rehabilitation:
- Empowerment of women's through Self Help Group
- Destitute Home– An institutional care objective (Colouring of fallen stars)



## II. VISION:

Our vision is to promote equal opportunities for women, differently abled and destitute men that will enable them to be self-reliant and to be integral part of main stream society

## MISSION:

- To enhance livelihood opportunities for women from marginalized society
- To protect marginalized women from social, cultural and economic exploitation
- To empower persons with disability to enjoy their rights and entitlements
- Promote leadership and federations of persons with disabilities
- To ensure dignified and respectful ending of life for destitute at their end of life
- To provide homely atmosphere to destitute for their holistic development

## III. NEED FOR DIGITAL MEDIA POLICY

Digital Media policy exists to showcase the Organization works to the society via enhanced media. Now a day's social media platform is where people search for us and browses for more active participation of our organizations. This policy is established organization-wide for our employee's knowledge, active participation and for security purpose as well. The platforms related to the Organization are created, accessed, managed, and/or controlled by the higher authorities of the organization. Information assets addressed by the policy include data, information systems, computers, network devices, intellectual property, as well as documents and verbally communicated information.



Undoubtedly, Intranet & Internet services have become most important resources. Purpose of digital media policy is to set direction and provide information about acceptable actions and prohibited actions or policy violations. Guidelines are created and provided to help organisation, departments and individuals who are part of organization community to understand how organization policy applies to some of the significant areas and to bring conformance with stated policies.

#### IV. APPLIES TO

- Board of MOB RHC
- Senior Management of MOB RHC
- All the employees of MOB RHC
- Partners/ Donors of MOBRHC.
- Beneficiaries of MOBRHC.

#### V. RESOURCES

- Internet Access
- Official Websites
- Official Email services
- Social media accounts

#### VI. EMAIL ACCOUNT USE POLICY

In an effort to increase the efficient distribution of critical information to all staffs, partners and the Organization's administrators, it is recommended to utilize the organization's e-mail services, for formal organization communication and for other official purposes.

E-mail for formal communications will facilitate the delivery of messages and documents to staffs, partner/ donors, external vendors,



user groups and individuals. Formal organization communications are official notices from the organization to staffs and other related receivers. These communications may include administrative content, such as program related communications, daily productivity, human resources information, policy messages, general organization messages, official announcements, etc.

To receive these notices, it is essential that the e-mail address be kept active by using it regularly. Staffs may use the email facility by logging on to ([mobmandyasocial@gmail.com](mailto:mobmandyasocial@gmail.com)) with their User ID ([username@mob.com](mailto:username@mob.com)) and password. For obtaining the organization's email account, user should contact Operations Manager for email account and default password by contacting their respective reporting heads.

**Users should be aware that by using the email facility, the users are agreeing to abide by the following policies:**

1. The facility should be used primarily for organization official purposes and to a limited extent for personal purposes.
2. Using the facility for illegal/commercial purposes is a direct violation of the organization's Digital Media policy and may entail withdrawal of the facility. The illegal use includes the unlicensed and illegal copying or distribution of software, sending of unsolicited bulk e-mail messages.



And generation of threatening, harassing, abusive, obscene or fraudulent messages/images, sharing organization documents without consent.

3. While sending large attachments to others, user should make sure that the recipient has email facility that allows him to receive such large attachments.

4. User should keep the mail box used space within about 80% usage threshold, as 'mail box full' or 'mailbox almost full' situation will result in bouncing of the mails, especially when the incoming mail contains large attachments.

5. User should not open any mail or attachment that is from unknown and suspicious source. Even if it is from known source, and if it contains any attachment that is of suspicious nature or looks dubious, user should get confirmation from the sender about its authenticity before opening it. This is very much essential from the point of security of the user's computer; as such messages may contain viruses that have potential to damage the valuable information on your computer.

6. User should not share his/her email account with others, as the individual account holder is personally held accountable, in case of any misuse of that email account.

7. User should refrain from intercepting, or trying to break into others email accounts, as it is infringing the privacy of other users.

8. While using the computers that are shared by other users as well, any email account that was accidentally left open by another user, should be promptly closed without peeping into its contents, by the user who has occupied that computer for its use.



9. Impersonating email account of others will be taken as a serious offence under the organization digital media policy.

10. It is ultimately each individual's responsibility to keep their e-mail account free from violations of organization's email usage policy.

The above laid down policies particularly 1 to 11 are broadly applicable even to the email services that are provided by other sources such as gmail.com, rediffmail.com etc., as long as they are being used from the organization's campus network, or by using the resources provided by the organization to the individual for official use even from outside.

## VII. WEBSITE POLICY

1. OFFICIAL PAGES The organization's official Webpage [www.mobmandya.com](http://www.mobmandya.com) is to be updated frequently by responsible staffs namely, Operations Manager/ Planning department/Documentation Officer.

### 2. SUPPLY OF INFORMATION BY SECTION, DEPARTMENT, OR DIVISION FOR PUBLISHING ON /UPDATING THE MOB RHC WEBSITE

MOBRHC Head Office, Branch Offices, Program Departments and Divisions should provide updated information concerning them periodically (at least once in a week or earlier).



Soft copy of such information is to be sent to the head office email address or reporting heads. This policy is applicable even for advertisement, social media posts and newspapers, and the events organized by Section, Department, or Division.

Links to any donor web pages or social media pages that have to be created for any specific purpose or event for any individual department or program can be provided by the MOB RHC domain admin upon receiving the written requests. If such web pages have to be directly added into the official web site of the organization, necessary content pages (images, if any) have to be provided by the respective department or individual in a format that is exactly compatible with the existing web design/format. Further, such requests along with the soft copy of the contents should be forwarded to the higher authority and domain admin well in advance.

### **3. WEBSITE CONTENT**

- All content on the organization website is to be accurate, appropriate and current. This will be the responsibility of Operations Manager, Planning Team and Documentation Officer.
- All content on the website must follow the existing format; if there are new ideas to change it must be prior submitted and approved from the higher management of the organization.
- The content of the website is to be reviewed by the Planning Head before updating it on the website.
- The following persons are authorised to make changes to the





organization website:

- a. Operations Manager
  - b. Planning Assistant
  - c. Documentation Officer
- Basic branding guidelines must be followed on websites to ensure a consistent and cohesive image for the organization.

## VIII. SOCIAL MEDIA POLICY

### 1. POLICY ELEMENTS

“Social media” refers to a variety of online communities like Facebook, LinkedIn, YouTube, blogs, social networks, chat rooms, forums and etc. This policy covers all of them.

### 2. USING PERSONAL SOCIAL MEDIA

We advise our employees to:

- **Use their common sense.** If employees neglect their job duties to spend time on social media, their decline in productivity will show on their performance reviews.
- **Ensure others know that personal account or statements don't represent our organization.** Employees shouldn't state or imply that their personal opinions and content are authorized or endorsed by our organization. We advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.
- **Avoid sharing intellectual property** like trademarks on a personal account without approval. Confidentiality policies and laws always



apply.

- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of our organization's reputation, **if directed towards colleagues, clients or partners.**

### **3. REPRESENTING OUR ORGANIZATION**

Employees represent our organization by handling organization social media accounts or speak on our organization's behalf when they are assigned as admin by Operations Manager. We expect them to act carefully and responsibly to protect our organization's image and reputation. Employees should:

- **Be respectful, polite and patient, when engaging in conversations on our organization's behalf. They should be extra careful when making declarations or promises towards beneficiaries and stakeholders**
- **Avoid speaking on matters outside their field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility**
- **Inform our [Higher Authorities] when they're about to share any major-impact content**
- **Avoid deleting or ignoring comments** for no reason. They should be listened and replied.
- **Never post discriminatory, offensive or libellous** content and commentary
- **Correct or remove** any misleading or false content as quickly as



possible

#### **4. DISCIPLINARY CONSEQUENCES**

We'll monitor all social media postings on our organization account. We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media
- Disclosing confidential information through personal or corporate accounts
- Directing offensive comments towards other members of the online community

### **APPENDIX I**

#### **I. ACCOUNTS AND PASSWORDS**

The User of MOB RHC.com guarantees that the email Access ID will not be shared with anyone else. In addition, the email Access ID will only be used primarily for official purposes. The User guarantees that the email Access ID will always have a password. The User will not share the password with anyone. Email ID's will only be established for staffs currently affiliated with the organization.

Staff who leaves the organization will have their email Access ID and associated files deleted and same for the program unit email ID's.



No User will be allowed more than one email access ID at a time, with the exception that officers/ Leaders who hold more than one programs.

## **II. ACCOUNT TERMINATION AND APPEAL PROCESS**

Accounts on MOB RHC domain may be terminated or disabled with little or no notice for any of the reasons stated above or for other inappropriate use of computing and network resources. When an account is terminated or disabled, higher authorities will make an attempt to contact the user (at the phone number they have on file with domain administrator) and notify them of the action and the reason for the action. If the termination of account is of temporary nature, due to inadvertent reasons and are on the grounds of virus infection, account will be restored as soon as the user approaches and takes necessary steps to get the problem rectified and communicates to the domain admin of the same. But, if the termination of account is on the grounds of wilful breach of digital media policy of the organization by the user, termination of account may be permanent. If the user feels such termination is unwarranted, or that there are mitigating reasons for the user's actions, he or she may first approach the domain admin, justifying why this action is not warranted. If the issue is not sorted out he/she may appeal to the Appeals Board duly constituted by the organization for this purpose to review the evidence and hear reasons why an appeal should be considered. If the Appeals Board recommends revival of the account, it will be enabled. However, the domain admin of the Appeals Board is final and should not be contested.



In case of any termination of User Account, this history of violations will be considered in determining what action to pursue. If warranted, serious violations of this policy will be brought before the appropriate organization authorities.

**Signature of the Board Members:**

**Date: 29/12/2019**

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