

COAST Foundation. Principal Office, Dhaka.

Date: 5 July, 2024

Social Media Using Policy

1. Announcement:

With the spread of information and communication technology, the use of social media across the world is being popular. In our country, its use is increasing at both the individual and organizational levels. In Bangladesh, 80% of internet users are reported to use social media. At the same time, it has been observed that most of the employees of COAST are using this social media and at various times and they are posting or publishing information about different activities. In this context, it become important to formulate a policy to ensure the proper use of social media among the employees of the organization.

2. Definition

There is some websites or mobile application using which we exchange information. Internet connection is needed to use all of these websites. Usually, these websites or applications are called social media. Mentionable social media are- Facebook, Twitter, Skype, Viber, etc.

3. Objectives

- a. Ensuring effective use in organization
- b. Defining dos and don'ts in social media for employees
- c. Ensuring required security and confidentiality in social media

4. COAST Foundation's position on Social Media

COAST believes that the use of social media is a personal matter for an employee. However, its publicity, especially on Facebook and Twitter, has had a huge impact on the public. For that reason, any posting may cause the organization to suffer. However, since the COAST believes in continuous human resources development and regularly invests money, talent, and labor in it, so COAST considers it important to advise its employees on the good and the bad. That is why COAST discourages the use of social media by damaging the personal, family and professional lives of its employees, especially Facebook.

5. Pros and cons of Social Media

Pros	Cons
<ol style="list-style-type: none">a. Helps to keep in touch with relatives & friendsb. COAST regularly conducts various awareness campaigns and advocacy activities. An employee of COAST can spread those values through social media.c. These mediums can play a helping role in the learning on various subjects.	<ol style="list-style-type: none">a. Use of social media often becomes an addiction, becomes hard to abstain from it. Someone become obsessive with being populist.b. Tendency to raise thyself, propagate self-publicity starts. Then people forget about the time requirements for their personal / professional and family development.c. Wastes work and rest timed. Creates risk of engaging in various immoral, unsafe, extremism.e. Decreases time spending time with family members.

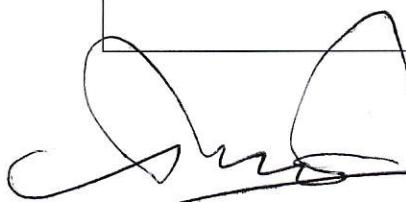

Rezaul Karim Chowdhury
Executive Director
COAST Foundation


Tofall Ahmed, PhD
Chairperson
COAST Foundation

6. COAST believes that healthy person should divide his/her a 24 hours day as 8 hours of work, 8 hours of rest and left 8 hours for family, recreation & developing self-knowledgebase. Time also should be allotted for sociality. But it should be remembered that internet based communication medium is not only one medium for communication, rather than face-to-face conversation has the most important contribution in strengthening the relationship.
7. If first or second supervisor of any employee sends friend request in social media must be accepted.

8. Do and don't as an employee of COAST

Dos	Don'ts
<ol style="list-style-type: none"> a. Publish activities of organization with photos b. Communicate & idea sharing c. Bring up social issues/problems d. Promoting public awareness e. Changing password every month a. f. Know and maintain risk & security issues of social media use. 	<ol style="list-style-type: none"> a. No Facebook using in office time b. Can't be involved in a debate on a political facts, religious or ethnic group cultures. c. Nothing can be posted which goes against values, rules of organization. d. No subject or image can be published that hurts the religious sentiments of a community. e. No religious propaganda can be written or published. f. No political ideals, images or propaganda can be written or published. g. Nothing can be written or published that offends marginalized population. h. No gender discriminative or controversial content can be published. i. Nothing that can cause public discontent or unpleasant attitude can be published. j. No complaint or indignation can be made against the organization or the management in social media. The organization has an international quality policy to deal with such complaints. k. No confidential information of the Company may be disclosed through social media. Coast has an information disclosure policy for publishing information. l. An employee cannot have more than one Facebook account. m. If supervisor of any employee sends friend request in social media must be accepted and no colleague can be unfriended in facebook. n. Official activities / programs / campaigns can be posted during office hours but not more than one. Since this post will be considered as the public post of the organization, one should be careful about its language, pictures etc. Can consult with senior officers should be if necessary. o. One shouldn't spread Personal anger / outrage / hate shouldn't spread through social media. p. The restrictions imposed under the Government's Digital Security Act, 2018 will also be covered.



Rezaul Karim Chowdhury
Executive Director
COAST Foundation



Tofail Ahmed, PhD
Chairperson
COAST Foundation

9. Ensuring security is important

Our accounts on Facebook or other mediums can be hacked easily. Others can take control of our account with different tactics. Others can run dangerous or embarrassing propaganda from our account by taking control of our account. As a result, we can be in danger. In this case, the following things must be considered by the COAST staff on an urgent basis:

- a. Should get a good idea about the security of Facebook or any other media.
- b. Passwords must be changed regularly, this password cannot be given to anyone.
- c. You can control almost anyone everything on Facebook, who can see your posts on Facebook, who can write on your wall, or who can tag you with their post. Learning them, one must take action accordingly.
- d. Links provided by strangers or strange links should not be clicked.
- e. No stranger or unfaithful (whose behavior and character or details is completely unknown) shouldn't befriend.
- f. Computer & mobile antivirus should be updated regularly.

10. Circumference of this policy

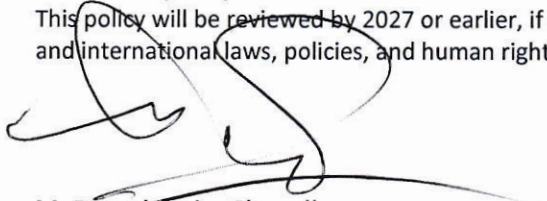
- a. This policy applies equally to all permanent, temporary, contractual, voluntary, unpaid employees of the COAST.
- b. The company will not be responsible for any posts, comments or anything else on social media.
- c. If an employee violates this policy, disciplinary actions can be taken against him/her by the management.

11. Approved by the General Council and effective date

The review of this policy has been approved unanimously in the 6th Annual General Meeting which was held on 6 July 2024 at COAST Principal Office, Dhaka, and be effective with no delay.

12. Review of this policy

This policy will be reviewed by 2027 or earlier, if necessary, incorporating significant changes in national and international laws, policies, and human rights declarations.



M. Rezaul Karim Chowdhury
Executive Director/Member-Secretary
COAST Foundation

Rezaul Karim Chowdhury
Executive Director
COAST Foundation



Professor Tofail Ahmed, Ph.D
Chairperson,
COAST Foundation

Tofail Ahmed, PhD
Chairperson
COAST Foundation