

# SOCIAL MEDIA POLICY

2022



TRADE DEVELOPMENT AUTHORITY  
OF PAKISTAN



# Policy for Social Media Management & Usage

|                    | <b>Name</b>     | <b>Designation</b>                    |
|--------------------|-----------------|---------------------------------------|
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# 1. Purpose

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TDAP seeks to encourage information and link-sharing amongst its audience and seeks to utilize the expertise of the team in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that TDAP wishes to present to the public, and posts made through its social media channels should not damage the organization's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

## **Our Objective:**

- Find our community
- Build a connection
- Use our authentic voice

“to speak with a consistent, genuine, authentic voice that engages the followers, creates a connection with them, and builds a relationship that lasts.”

## **Our Mission:**

- **Positioning** TDAP as Leader in the Pakistan Trade landscape locally as well as internationally
- **Promotion** of Exports, Expos, Events and Products endorsed by TDAP
- **Awareness** of TDAP, it's services and achievements
- **Engagement** & communications with targeted audience

## 2. Scope

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Social media policy is directed for social media team and all platforms of social media including Facebook, Twitter, LinkedIn, Instagram, Blogging etc.

These policy measures incorporate guidelines for stakeholders and social media users of TDAP. Guidelines and policy measures incorporated in the document aim to authorize and centralize TDAP's social media activity in various circumstances. Once formalized, the competent authority must ensure the compliance of these policies to ratify the online identity of TDAP.

## 3. Responsibilities & Authorities (R&A)

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Social media is often a 24/7 occupation; as such, such responsibilities as outlined below may be delegated by the Department Head to another appropriate staff member/volunteer.

| Task                    | Task Description   | Responsibility   |
|-------------------------|--|--|
| Approvals               | Gatekeeping and Providing content approvals                              | Director   |
| Information Security    | Maintaining log-in credentials   | IT Department  |
| Record Management       | Archiving the important data, especially of events and special campaigns | EIMS- IT Department  |
| Content Management      | Creating content required for web postings                               | Media RA   |
| Creatives               | Graphic Designing and video making                                       | Graphic Designer   |
| Social Media Management | Posting of Social Media Content  | Facebook: Muhammad Saleem<br>Twitter: Farzana Abbasi<br>Instagram: Rida Fatima<br>Youtube: Rida Fatima |

| Task                          | Task Description  | Responsibility                                |
|-------------------------------|---|---|
| 3 <sup>rd</sup> Party Liaison | Bridging TDAP resources and third party (agencies) for special events | Individual nominated by the Specific Division |

## 4. Resources

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- Graphic Designer
- Social Media Coordinator
- Gadgets for social media with internet connection
- Content Creator

## 5. Policy & Procedure

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### ➤ **Communication Strategy:**

- Main objective of the communication strategy is the Integration of Social Media into the routine, Connection with existing networks, sharing content across sites, and publicizing the use of social networking through traditional media and communication channels.
- Social media can only be used by the TDAP to propagate the mandate of the organization through various means and communicate official policy and authentic information to the public.
- While the social media tools allow everyone to become a creator, for the official account, the social media content will have to be specified and tailored to the site on which it is being published.
- Great care must be taken to avoid the propagation of unverified facts and frivolous misleading rumours which tend to circulate often through miscreants on social media platforms or unofficial means.
- All the official social media platforms of TDAP must be consistent with the information flow

### **Communication Strategy Drivers (Core Values):**

- Transparency
- Credibility
- Relevance
- Compliance
- Timeliness and regularity

### ➤ **Governance Measures:**

- Account Governance:
  - Accounts must be created using a centralized account creation form
  - Proper justification for creating a new account must be provided to the relevant authority
  - Official name in sync with already existing accounts must be made, and reference of the official TDAP website or accounts must be given in the account bio
  - The same bio must be used for all official accounts of TDAP
- Login and Passwords:
  - Centralized record-keeping of login ids and passwords must be maintained by the IT department
  - Prior approvals and diligent security must be ensured while sharing credentials with third-party organizers, for specific events.
  - Proper handing over and taking over of social media credentials must be ensured by the IT department from new and leaving employees or any third party with which credentials are shared.
- Responses:
  - Not all posts/comments need to be responded to immediately and individually. Also, wherever a response is required all posts should be kept short and to the point, preferably approved by the concerned authority.

- While employees are free to post a response in their personal capacity, it is mandatory that while they are doing so, they must clearly identify themselves, confidential information must not be divulged, and should not be seen to represent an “official view” unless authorized to do so.
- There has to be a defined hierarchy not only of responses but also of queries. For example, the comments and queries may be classified as routine – for which a Frequently Asked Question (FAQ) and Fixed Response Format (FRF) may be applied.
- Queries/comments related to projects/programs, for which no separate official response may be needed because all relevant information may be available in the public domain and the query may be responded to accordingly.
  
- Content Governance:
  - Content Creation must be uniform and consistent. A defined role must be assigned to the content creator with a prior approved content calendar. Immediate tasks must have a justification for last-minute task
  - Content Sharing must be uniform across all the official platforms of TDAP (curating as per the need of the platform must be ensured)
  - Resharing is only allowed from the relevant official social media handles of other government organizations of relevant information which is in line with the social media objectives and policy of TDAP.
  - Sharing of social media posts from personal accounts of employees, private organizations’ or individuals is strictly prohibited. An exception is only possible under official agreements or arrangements with private organizations or individuals on a need basis.

- Records Management:
  - When any information is shared or guidance given online, it is necessary to ensure that all relevant records are captured, the trail is generated and records are managed appropriately.
  - Data (including social media content, photographs, videos, branding design kit etc.) from every event/expo or special campaign must be properly gathered and saved on EIMS.
  - Responsibility of keeping all the data of events lies with the specific division and IT department
  
- Use of Social Media by Employees (As Authorized Social Media Managers):
  - Personal identity, in any case, must be concealed from all the social media managers
  - Only authorized individuals will have access and are authorized to post content on social media platforms
  - Do not discuss any bureau/office-related information that is considered non-public information. The discussion of internal, sensitive, proprietary, or classified information is strictly prohibited.
  - Do not engage in informal or abusive language, personal attacks of any kind, or offensive terms targeting individuals or groups.
  - Do not endorse non-Federal products, services, or entities.
  - Do not solicit donations of any kind.
  - Do not engage in activity directed toward the success or failure of political parties, candidates, or groups.
  - Do not advocate for a policy or Congressional bill.
  - Special consideration must be given to intellectual property rights. Any plagiarized content is strictly prohibited for social media platforms of TDAP
  - Any racist, threatening, sexist, political, anti-state or state institutions, or demeaning content for any segment of society must be avoided.



- Prior written approval is a must to share photographs, or any content involving office space and office people
- Guidelines for Personal Use of Social Media by TDAP Officials:
  - Personal use of social media should remain personal in nature and be used to share personal opinions or nonwork-related information.
  - Care must be taken to ensure that personal use of social media does not create the appearance of official use of social media, such as by the use of a government title or position in a manner that would create an appearance that the Government sanctions or endorses one's activities.
  - TDAP's employees must never use their tdap.gov e-mail account or password in conjunction with a personal social networking site for information security purposes
  - A disclaimer must be used such as: *"The postings on this site are my own and don't reflect or represent the opinions of the agency for which I work"* when responding to any media query or commenting in the public domain
  - Logo of TDAP cannot be used for any personal communication
  - TDAP's name to promote or endorse any product, cause, political party, or any individual candidate is strictly prohibited

➤ **Legal Provisions:**

This policy is made under the light of PEMRA's '**Removal and Blocking of Unlawful Online Content (Procedure, Oversight and Safeguard), Rule 2020**' (enclosed herewith).

Referring to the Circular No. 1I20/1976-D-3 dated 23rd July, 2020 whereby detailed instructions under Government Servants (Conduct) Rules, 1964, governing participation of government servants in different media forums including social media platforms were issued for compliance.

Rules 21, 25, 2S-A and 25-B of the Rules ibid bar a government servant from expressing views against ideology and integrity of Pakistan or any government policy or decision. Besides, they also bar a government servant from offering views on any media platform which may either harm the national security or friendly relations with foreign states; or offend public order, decency or morality; or amount to contempt of court or defamation or incitement to an offence; or, propagate sectarian creeds. In this regard, following instructions for governing use of social media platforms by government servants have been issued: -

- I. As provided in Rule 18 of the Rules ibid, they shall not indulge in unauthorized disclosure of the official information or sharing of the official documents they come across during the course of performing their duties, via social media
- II. In order to maintain their impartiality and objectivity in performance, they shall not partake in any discussion on social media or exchange or forward information or messages that express their opinion on political issues.
- III. They shall not participate in furthering of any information especially pertaining to government matters that, prima facie, appears to be unauthentic and misleading.
- IV. They shall not make any disparaging remarks aimed at any individual or group or sect or faith and shall uphold values guiding the Civil Service at all times. They are advised to observe discretion and moderation in use of the Social Media and uphold high standards of propriety.

➤ **Process**

**Posting to social media**

- Media RA will co-ordinate TDAP's social media management and develop the Social Media Strategy
- The relevant Deputy Director will oversee approvals of social media content and help to.
- Designated Officers, from time to time and where appropriate, post on behalf of TDAP using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Head of Department. They will upload the content on relevant platforms and manage replies and feedback.

- Content creator will develop the content as per plan and Deputy Director will approve the content.
- Graphic designer will design the content.
- It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

### **Damage Mitigation:**

In the event of a damaging or misleading post being made, the Department Head will be notified as soon as possible, and relevant profile manager will take the following actions:

- The offending post will be removed.
- Where necessary an apology will be issued, either publicly or to the individual or organization involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

### **➤ Institutionalize Social Media:**

In order to link the social media communication strategy to the existing administrative and communication structure of TDAP, the following measures must be ensured;

- Policy measures and guidelines will be shared with the staff for compliance, training will be provided to the relevant human resource and stakeholders involved
- All policy announcements will be undertaken simultaneously on traditional as well as social media
- Important occasions as far as possible may be broadcasted using social media
- All documents seeking public opinion must be posted on social media sites
- All updates from the website, relevant to the social media audience of the given platform would automatically be updated on social media sites
- All traditional communications will publicize the official social media credentials of TDAP

- All the departments, product officers, and bureau offices must share the relevant information, breakthrough, or any information of public interest for social media dissemination
- Special events/expos will have a separate social media strategy and content for the official handles of TDAP

## 6. Approval Timelines

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### **Communication Flow:**

- Routine social media content will be approved by Deputy Director
- Special Campaigns need approval of Director
- Overall quarterly strategy must be approved by the secretary
- IT department must work in liaison to ensure the security of digital spaces
- Graphic designer must work in unison with the Media RA to design the approved content

### **Approval Timelines:**

- Basic content must be planned quarterly and get it approved by the secretary
- Content repository of minimum 14 planned days must be prepared and designed in advance
- Special campaigns or posts must be prepared as and when required by keeping the realistic timelines for all participants involved

## Process Flow for Social Media Management

| Social Media Management   |  |   |
|---|--|---|
| Process   | Responsibility   | Related Documents                                   |
| <p>Start</p> <p>↓</p> <p>Development of Plan</p> <p>↓</p> <p>Approval</p> <p><b>No</b> → Stop/Re-submit</p> <p><b>Yes</b> ↓</p> <p>Content Generation</p> <p>↓</p> <p>Designing</p> <p>↓</p> <p>Approvals from department head</p> <p>↓</p> <p>Social media posting &amp; Feedback</p> <p>↓</p> <p>Evaluation and Report</p> <p>End</p> | <p>Media RA</p> <p>Secretary</p> <p>Media RA</p> <p>Content Creator</p> <p>Graphic Designer</p> <p>Deputy Director</p> <p>Social Media Manager</p> | <p>Social Media Plan</p> <p>Social Media Report</p> |

## 7. Review and Updates

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This document shall be reviewed every **three years** or earlier if deemed necessary, due to changes in regulations/requirements.

## 8. Related Records

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- Videos and Photographs of Events
- Social Media Feedback Report

## 9. Distribution

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- Divisional heads of TDAP
- Regional Offices

## 10. Annexures

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- ‘Removal and Blocking of Unlawful Online Content (Procedure, Oversight and Safeguard), Rule 2020’
- Circular No. 1I20/1976-D-3 dated 23rd July, 2020

## 11. Amendment Sheet

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| S. No. | Rev. Date | Rev. # | Nature of Change | Approved By |
|--------|-----------|--------|------------------|-------------|
|        |           |        |                  |             |
|        |           |        |                  |             |
|        |           |        |                  |             |