



Institution of Surveyors of Kenya

Social Media Policy

1. Preamble

- 1.1. The Institution of Surveyors of Kenya (ISK) encourages the use of Social Media to enhance communication, collaboration and information exchange in support of the mission of Institution. By openly sharing knowledge, best practices, and lessons learned, ISK can more efficiently achieve its mission and vision.
- 1.2. With the rapid growth of social networks available, it is vital that the Institution set boundaries in order to ensure a healthy environment. Social networks, although very effective, have also been the means in which certain members have acted inappropriately. With proper awareness and prudent supervision, social media can be a positive utility to enhance professional growth.
- 1.3. ISK is committed to ensuring that the use of social media is of the highest quality to ensure the protection of its members and professional ethics. All Individuals who are in contact with other members via Social Media must demonstrate their ability to interact positively.
- 1.4. The use of Social Media follows the same standards within the provisions of the ISK Code of Conduct and Rule 9 of the ISK Constitution. The ISK Social Media Policy, Code of Conduct and sound judgment should help avoid vexing issues within the profession.

2. Purpose

- 2.1. The ISK Council has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility of its operation to the Chief Executive Officer
- 2.2. The purpose of this policy is to provide guidelines with respect to the use of Social Media by ISK Members and Secretariat
- 2.3. It covers all ISK official social media platforms which are operated by ISK
- 2.4. Social Media Channels involved in 2.2 above include: Whatsapp; Facebook; LinkedIn; X; Google+ Wikipedia; other social networking sites, and other internet postings, including blogs
- 2.5. Breach of this policy may result in disciplinary action being taken on a member by the Professional Practice and Ethics Committee.
- 2.6. Any misuse of social media should be reported to Chief Executive Officer.
- 2.7. Questions regarding the content or application of this policy should be directed to the CEO as the secretary to the ISK Council.

3. Guidelines for Members

- 3.1. Before displaying information through Social Media, members should ensure such information is not plagiarized and does not infringe copyright law or confidential and proprietary information.
- 3.2. Members should balance personal and professional information posted via social media and understand that such information plays an important part in building a positive environment withing the profession.
- 3.3. Members should not:
 - a. Use Social Media for the purposes of fraud or any activity that contravenes the Laws of Kenya or any other applicable jurisdiction.
 - b. Impersonate any other person.
 - c. Upload, post, e-mail or otherwise transmit:

- i. Any content that is offensive, obscene, unlawful, threatening, abusive, harassing, defamatory, hateful, invasive of another's privacy or otherwise objectionable.
- ii. Material which is designed to cause annoyance, inconvenience, or needless anxiety to others;
- iii. Any material that infringes the patent, trademark, trade secret, copyright or other proprietary right of any other party;
- iv. Any unsolicited or unauthorized advertising or commercial material, "junk mail", "spam", "chain letter", "pyramid scheme" or any other form of solicitation.
- v. Any material that contains software viruses or any other computer code, file or program designed to interrupt, destroy or limit the functionality of any computer software or telecommunications equipment.

3.4. Members should disengage from any dialogue undertaken via social media in a polite manner and seek the advice of the Institution

4. Guidelines for Employees of ISK

- 4.1. Employees of ISK need to know and adhere to the Institution's Code of Conduct, HR Manual, and other Institution policies when using social media in reference to the Institution.
- 4.2. Employees should be aware of the effect their actions may have on their images, as well as institution's image. The information that employees post or publish may be public information for a long time.
- 4.3. Employees should be aware that the institution may observe content and information made available by employees through social media.
- 4.4. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the institution, its employees, or members or partners.

- 4.5. Employees are not to publish, post or release any information that is considered confidential or not public unless authorized by the Chief Executive Officer.
- 4.6. If employees encounter a circumstance while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of the Institution
- 4.7. Employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

5. Enforcement /Administration /Management

- 5.1. If any Member/ Staff acts in a manner that contravenes these guidelines, the CEO will advise appropriately, including to require the member to withdraw the post.
- 5.2. If such a member in 5.1 above fails act, then he/she will be forwarded to the relevant organs as guided by the ISK Constitution and Code of Conduct.

6. Amendment

- 6.1. This policy may be amended at any time if it considered appropriate to do so in line with Article 30 of the ISK Constitution.