



## **Social Media Policy**

### **1. Purpose**

This Social Media Policy (“Policy”) sets forth the requirements governing the creation, publication, monitoring and management of content on social media platforms by or on behalf of the Global Institute of Circular Economy and Sustainable Development Goals (NGO) (“Krystahl” or “Institute”). The Policy aims to protect Krystahl’s reputation and legal interests, ensure consistency with its mission, and safeguard confidential and proprietary information.

### **2. Scope**

This Policy applies to:

- All employees, contractors, interns, volunteers, board members and any other representatives of Krystahl (“Relevant Persons”).
- All social media platforms, blogs, wikis, forums, youtube and other online publishing or discussion sites where Krystahl is represented, whether official or personal.

### **3. Definitions**

- “Official Account” means any social media presence that uses Krystahl’s name, or Global Institute for Circular Economy and Sustainable Development Goals (GICE&SDGs) name or logo, Institute’s product or services trademarks, logos, or is administered by the staff on behalf of the Institute.
- “Personal Account” means any social media account maintained by a Relevant Person in a personal capacity, not administered by Krystahl- GICE&SDGs.

### **4. Official Accounts**

#### **4.1 Authorization**

- Only those Relevant Persons expressly authorized in writing by the Executive Director / Trustee / HR or the Communications Lead may establish, administer, or post on Official Accounts.



## **4.2 Account Management**

- All credentials, passwords, and access rights for Official Accounts shall be managed through Krystahl's IT and Communications teams and HR.
- A minimum of two authorized administrators must be appointed for each Official Account to ensure business continuity.

## **5. Authorized Use**

### **5.1 Content Approval**

- All content intended for Official Accounts must be reviewed and approved in accordance with the Institute's content-approval process prior to publication.

### **5.2 Consistency with Values**

- Content shall reflect Krystahl's mission, values, and commitment to the circular economy, ESG and Sustainable Development Goals.
- Promotional or fundraising posts must comply with relevant laws, grant agreements, and internal policies.

## **6. Personal Social Media Use**

### **6.1 Disclaimers**

- Relevant Persons must include a clear personal disclaimer when referencing Krystahl or its activities:

"The views expressed here are my own and do not necessarily reflect the views of Krystahl."

### **6.2 Prohibited Impersonation**

- Personal Accounts shall not use GICE&SDGs or Krystahl's trademarks, logos, or naming conventions in a manner that suggests official endorsement or representation.

## **7. Content Guidelines**

Relevant Persons must ensure that all social media content:



- Is accurate, truthful, and not misleading.
- Respects copyright, trademark, and all other intellectual property rights.
- Complies with applicable privacy, data protection, and confidentiality obligations.
- Does not defame, harass, or discriminate against any individual or group.
- Avoids political endorsements or partisan commentary in an Official Account capacity.

## **8. Confidentiality and Privacy**

- No confidential, proprietary, or personally identifiable information concerning Krystahl, its employees, partners or stakeholders may be posted on any social media platform.
- Content that is subject to nondisclosure agreements or that was obtained in confidence may not be shared under any circumstances.

## **9. Intellectual Property and Brand Protection**

- GICE&SDGs and Krystahl's logos, trademarks, and copyrighted materials are Institute property and may only be used with prior written permission from the Communications Lead.
- Any suspected infringement of GICE&SDGs or Krystahl's intellectual property by third parties must be reported immediately to the Legal Advisor on email ID [Info.Krystahl@gmail.com](mailto:Info.Krystahl@gmail.com)

## **10. Prohibited Conduct**

Relevant Persons shall not, whether on Official or Personal Accounts:

- Post content that is unlawful, defamatory, obscene, threatening, or otherwise injurious to GICE&SDGs or Krystahl's reputation.
- Engage in online arguments or inappropriate communications with stakeholders, donors, or the public.
- Disclose pending announcements, research findings, or financial data before official release.



## 11. Monitoring and Enforcement

- The Communications and Legal teams shall monitor Official Accounts for compliance.
- Any breach of this Policy may result in disciplinary action, up to and including termination of employment or engagement, and may expose individuals to legal liability.

## 12. Reporting Violations

- Suspected violations of this Policy must be reported promptly to a direct manager, the Communications Lead, or via the Institute's Whistleblower Hotline.
- Reports may be made anonymously and will be treated with confidentiality to the extent permitted by law.

## 13. Amendments

- Krystahl reserves the right to amend this Policy at any time.
- All Relevant Persons will be notified of substantive changes and are responsible for reviewing and complying with the updated Policy.

14. For details about the organisation, visit [www.krystahl.in](http://www.krystahl.in)

Policy approved by the Board of GICE&SDGs (**Krystahl**). Policy revised in April 2025.

Approved by: *Shivaani V*  
Name: Human Resource Manager  
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