

Special Message from the President/CEO

Subject – Social Media Policy and Best Practices

Dear ISI Family,

I wanted to take a moment to encourage us all to continually use great wisdom and care in our use of Social Media (e.g. Facebook, Twitter, Instagram, etc.). While these tools are important in our efforts to connect/communicate with students, there are often risks involved that we all must keep in mind.

International Students, Inc. has developed a Social Media Policy that we believe provides a balance between our use of Social Media avenues and best practices to help us avoid unnecessary risks—especially given the security concerns that often come into play with international students.

Please take a moment to read ISI's Social Media Policy (part of our Employee Handbook, Page 32) which states:

Social Media Policy

Considering today's global communication capabilities and their importance to the ISI team in maintaining connection with international students, volunteers, donors, and ministry partners, the use of social media is encouraged by ISI. Social media includes but is not limited to email, blogging, social networks, and instant messaging systems.

Employees are personally responsible for the content they publish. ISI's standards of Ethics and Conduct (see Page 1) and Confidentiality of Information (Page 4) as well as all other ISI standards and common sense must be applied to the use of such media.

Recognizing that the line between ISI ministry and team members' personal lives is often difficult to distinguish, it should be considered that any and all communications via such media is representational of ISI unless the communications clearly state that they are being offered purely in a personal capacity.

ISI team members must exercise great wisdom and caution in all use of such media as even reputedly purely personal comments can negatively impact their Christian faith testimony and/or ISI. The Bible should be used as the touchstone in determining the appropriateness of all communications.

Additionally, communications that clearly violate U.S. laws including but not limited to U.S. defamation of character laws must be avoided. The team member posting anything related to ISI and its ministry must clearly identify themselves as being affiliated with ISI and make it clear whether their comments/inputs are

being offered in a representational role or purport to represent a management position. Nothing in this guideline is meant to interfere with employees' rights under federal law to engage in protected and concerted activity.

For a full copy of the Employee Handbook, please visit the ISI Team [\[www.isiteam.org\]](http://www.isiteam.org) website (password: ISIJohn316) and look under the “People Services” section.

Some additional tips and guidelines:

- Refrain from posting names and locations of international students—especially those from restricted countries (e.g. China and Islamic nations)
- Remember that you **MUST** have written permission from international students before posting their testimony, pictures, video and/or any other identifiable information online. If you do not have permission, **DO NOT POST** their picture. Please use ISI's Media Release Form to document the student's permission. For a copy of the form, please visit the ISI Team [\[www.isiteam.org\]](http://www.isiteam.org) website (password: ISIJohn316) and look under the “Forms” section.
- Because “...*it should be considered that any and all communications via such media is representational of ISI unless the communications clearly state that they are being offered purely in a personal capacity*”, please note that “Liking” (Facebook) or “Promoting/Favorite” (Twitter) articles on Social Media networks may be construed as ISI's endorsing a cause, organization and/or person that may stand for something in direct violation of our Statement of Faith, Mission, Vision and/or Core Values. As such, please exercise prejudice before “liking” or “promoting” articles online.
- Always refrain from posting negative comments against or about other individuals and/or organization—even if their beliefs are different than yours. This would include politically inclined posts. Social Media avenues should not be used for this purpose.

I trust this helps us continue to harness the advantages of Social Media while simultaneously mitigating the potential risks involved.

It is a rapidly changing world out there—yet our trust remains on the LORD who is the same yesterday, today and forever!

If you have any questions about our Social Media Policy, please contact Rebekah Miller (rmiller@isionline.org) or Alex Tovar (atovar@isionline.org).

God's best to you!

Doug Shaw