

Social Media Policy

Moroccan Youth Council for Diplomacy and International Cooperation (MYCDIC)

Effective Date: April 27, 2025

1. Introduction

The Moroccan Youth Council for Diplomacy and International Cooperation (MYCDIC) leverages social media to engage with global audiences, promote its mission of empowering Moroccan youth in diplomacy, and foster international cooperation. Social media platforms are powerful tools for sharing MYCDIC's initiatives, events, and values, but their use must be responsible, professional, and aligned with the organization's standards. This Social Media Policy provides guidelines to ensure that all MYCDIC members, ambassadors, staff, volunteers, and affiliates (collectively referred to as "Representatives") use social media in a manner that upholds MYCDIC's reputation and mission.

This policy complements the MYCDIC Code of Conduct, Diplomatic Protocols, and Event Protocols, ensuring consistency across all interactions, both online and offline.

2. Scope and Application

This Social Media Policy applies to:

- All MYCDIC Representatives using social media in an official capacity (e.g., posting on MYCDIC's accounts or representing the organization).
- Personal social media use by Representatives when referencing MYCDIC, its activities, or its members.

The policy covers platforms including, but not limited to, Twitter, Facebook, Instagram, LinkedIn, YouTube, and TikTok, as well as emerging platforms. It applies to posts, comments, stories, videos, and other content shared publicly or privately that could be associated with MYCDIC.

Non-compliance may result in disciplinary action, as outlined in the MYCDIC Code of Conduct.

3. Objectives

The Social Media Policy aims to:

- Promote MYCDIC’s mission, events, and achievements through consistent and professional online communication.
 - Protect MYCDIC’s reputation and prevent misuse of its name, logo, or resources.
 - Foster respectful, inclusive, and culturally sensitive online interactions.
 - Ensure compliance with legal, ethical, and organizational standards.
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4. General Principles

All Representatives using social media in connection with MYCDIC shall adhere to the following principles:

- **Professionalism:** Maintain a respectful and polished online presence that reflects MYCDIC’s values.
 - **Accuracy:** Share verified, accurate information and avoid spreading misinformation.
 - **Neutrality:** Refrain from endorsing political, religious, or controversial causes unless authorized by MYCDIC leadership.
 - **Respect:** Engage with others courteously, avoiding offensive or discriminatory content.
 - **Transparency:** Clearly distinguish between official MYCDIC posts and personal opinions.
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5. Guidelines for Official Social Media Use

5.1 Authorized Accounts

- **Official Accounts:** Only designated MYCDIC social media accounts (e.g., @MYCDIC on Twitter, Instagram, etc.) may represent the organization. These are managed by the MYCDIC Communications Team.
- **Access:** Only authorized Representatives with training may post on official accounts. Requests for access must be submitted to media@mycdic.org.
- **Content Approval:** All posts, including text, images, and videos, must be approved by the Communications Team before sharing.

5.2 Content Guidelines

- **Alignment:** Content must promote MYCDIC's mission, events, or initiatives (e.g., conferences, youth programs).
- **Branding:** Use MYCDIC's logo, colors (red/green/gold), and approved templates. Include official hashtags (e.g., #MYCDIC, #YouthDiplomacy).
- **Cultural Sensitivity:** Ensure content respects Moroccan values and the cultural norms of global audiences. Avoid controversial or divisive topics.
- **Engagement:** Respond to comments or messages professionally, escalating sensitive issues to media.presidency@mycdic.org.

5.3 Event Coverage

- **Pre-Approval:** Obtain permission from event organizers before posting about MYCDIC events, especially sensitive or closed sessions.
- **Live Posting:** Use discretion when sharing real-time updates. Avoid disclosing confidential details or unverified information.
- **Tagging:** Tag MYCDIC's official accounts and relevant partners, ensuring accuracy in captions and credits.

6. Guidelines for Personal Social Media Use

When referencing MYCDIC on personal accounts, Representatives must:

- **Disclaimers:** Clarify that personal posts do not represent MYCDIC's official stance (e.g., "Views are my own").
- **Professional Conduct:** Avoid content that could harm MYCDIC's reputation, such as offensive remarks, political endorsements, or inappropriate images.
- **Tagging MYCDIC:** Seek approval from media.presidency@mycdic.org before tagging MYCDIC in posts about events or initiatives.
- **Confidentiality:** Do not share internal MYCDIC information (e.g., meeting details, member data) without permission.

7. Prohibited Activities

Representatives are strictly prohibited from:

- Posting discriminatory, harassing, or defamatory content.
- Sharing misinformation or unverified claims.

- Using MYCDIC's name, logo, or resources for personal gain or unauthorized purposes.
 - Engaging in online arguments or disputes that could reflect poorly on MYCDIC.
 - Posting about MYCDIC activities without approval, especially during sensitive diplomatic engagements.
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8. Monitoring and Enforcement

- **Monitoring:** The MYCDIC Communications Team monitors official accounts and may review public posts referencing MYCDIC.
 - **Reporting Violations:** Report concerns about social media misuse to compliance@mycdic.org or via the confidential form at <https://mycdic.org/report>. Include screenshots or links to problematic content.
 - **Disciplinary Actions:** Violations may result in:
 - Removal of posts or account access.
 - Mandatory retraining.
 - Suspension or termination of membership, as per the MYCDIC Code of Conduct.
 - **Appeals:** Representatives may appeal disciplinary decisions by contacting compliance@mycdic.org within 14 days.
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9. Training and Support

- **Mandatory Training:** Representatives managing official accounts or posting about MYCDIC must complete social media training, offered through workshops or online modules.
 - **Resources:** Access MYCDIC's social media toolkit (available via <https://mycdic.org/resources>) for approved templates, hashtags, and guidelines.
 - **Support:** Contact media.presidency@mycdic.org for guidance on content creation or crisis management.
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10. Crisis Management

In case of a social media crisis (e.g., negative publicity, misinformation):

- **Immediate Action:** Notify the Communications Team at media.presidency@mycdic.org. Do not respond publicly without approval.
 - **Response Strategy:** The Communications Team will issue approved statements and coordinate with leadership.
 - **Transparency:** Correct misinformation promptly with verified facts, maintaining MYCDIC's credibility.
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11. Amendments

This Social Media Policy may be updated to reflect changes in social media trends, legal requirements, or MYCDIC's mission. Representatives will be notified via email and the MYCDIC website. The latest version is available at <https://mycdic.org/documents/social-media-policy.pdf>.

12. Acknowledgment

By participating in MYCDIC activities or using social media in connection with the organization, Representatives acknowledge their responsibility to adhere to this policy. Non-compliance may result in disciplinary measures, as outlined in the MYCDIC Code of Conduct.

Contact Information

For inquiries about this policy, contact:

Moroccan Youth Council for Diplomacy and International Cooperation (MYCDIC)

- **Email:** contact@mycdic.org
 - **Phone:** +34 6 14 14 48 14
 - **Website:** <https://mycdic.org>
 - **Address:** Rabat, Morocco
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Approved by the MYCDIC Leadership Council on April 27, 2025.