



## LATAZ Social Media Policy

### What is Social Media?

In very broad terms, social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information. This policy covers the use of LATAZ Social Media platforms and also includes the subcategory of social networking.

LATAZ Social Media platforms are:

[LATAZ Facebook Page](#)

[LATAZ Facebook Group](#)

[LATAZ Telegram Group](#)

[LATAZ Twitter \(X\) account](#)

[LATAZ National WhatsApp Group](#)

[LATAZ Instagram account](#)

[LATAZ LinkedIn account](#)

All LATAZ District & Provincial WhatsApp Groups

[LATAZ YouTube Channel](#)

and all of the [12 LATAZ Special Interest Groups'](#) social media pages as linked to from their web pages on the [LATAZ Website](#).

When used responsibly, social media can help build communities and networks with other like-minded individuals. It breaks down geographical boundaries and can provide support, information sharing and forums for discussion.

### Terms of this policy

The LATAZ social media policy aims to ensure that discussions held on, or interactions through LATAZ social media platforms, stay safe, respectful, legal and relevant.

This policy applies to **ANYONE** using any of our social media platforms whether a member of LATAZ or not. By using the LATAZ social media platform, you are agreeing to follow this policy.

LATAZ social media platforms are public forums, therefore please only post information that you are happy to be in the public domain.

To ensure the benefits of social media are maximised, please:

- Know and follow [LATAZ's Code of Conduct](#)
- Treat others on social media as you would like to be treated yourself - respect your audience and be courteous to them. Messages must not include personal attacks, content that is offensive, defamatory or libellous, vulgar, hateful, threatening, abusive, invasive, divisive or in violation of any laws or good morals and practices.
- We encourage critical dialogue but do not use social media to defame others or publicly condemn the work of a fellow professional, or to spread rumours or misinformation. Focus on issues rather than personalities.
- Try to add value - use LATAZ social media platforms to generate relevant questions and conversations and to provide insight and expertise.
- If you make a mistake, do not be afraid to admit it and be the first to correct it. If you choose to modify content that was previously posted, make it clear you have done so.



- Link and connect with others in our industry but do not harass other users by making repeated and unwanted attempts to contact them in a manner that could cause distress.
- Use your best judgement - bear in mind that what you might consider offensive or non-offensive might be considered differently by others. Before posting, consider your comments from the perspective of others. If you wouldn't make a comment in a face-to-face context, don't make it online.
- Be you - do not impersonate any person or organisation or falsely claim any affiliation with a person or organisation.
- If quoting someone else please ensure you give them the credit and quote a source citation. **Never use or share copyrighted material and always consider** the use of brands, trademarks and fair use. LATAZ is not responsible for any information posted by members that may **infringe [copyright law](#)**, but such posts may be removed from LATAZ platforms if identified. This also applies to the sharing of materials in violation of the **[Examinations Council of Zambia Act Cap 137 of the Laws of Zambia as amended by Act No 3 of 2023](#)**.
- Share relevant content only if you think it would be useful or of interest to other members. Any reference to third-party organisations, products or services does not imply an endorsement by LATAZ and found irrelevant or offensive shall be removed.
- If something we consider to be spam is put on the LATAZ social media platforms, it will be removed.
- **Advertising of products or services by individual business persons, commercial companies or those affiliated with them** is not permitted and any promotion that LATAZ considers to be commercial in nature will be removed unless duly paid for and authorised by the association.

### Inappropriate posts

- If you feel a posting on a LATAZ platform is inappropriate, you can report it to us by texting platform administrators or emailing [necsecretariat@lataz.org.zm](mailto:necsecretariat@lataz.org.zm). Whilst we do not operate a 24-hour policy, issues will be dealt with as quickly as possible during work hours.
- Most situations where someone may take offence are not straightforward and may call for a judgement from a moderator. A moderator maybe someone from LATAZ Executive or volunteers appointed by LATAZ and acting on the Association's behalf.
- Where LATAZ considers that a breach of policy has occurred, whether a report has been made or not, we reserve the right to take such action as we see fit.
- LATAZ has the right, but no obligation, to remove, edit, move or close any message or group of messages on a LATAZ platform for any reason. A user may also be removed from a LATAZ social media platform without prior notice. Whilst LATAZ may contact you to notify you of these changes, we are under no obligation to explain or enter into correspondence regarding this moderation. This decision rests with the Association or volunteers appointed by LATAZ and acting on the Association's behalf.
- LATAZ may report activities on its Social Media platforms to the relevant authorities if doing so may prevent a crime, assist in the detection of a crime or if we have a legal responsibility to do so.