



national film and video foundation
SOUTH AFRICA
an agency of the Department of Sport, Arts and Culture

NFVF SOCIAL MEDIA POLICY

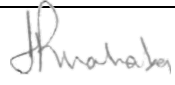
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APPROVAL

The signatories hereof, confirm their acceptance of the content and authorize the adopt the thereof



Signature Chairperson – HR & Ethics Committee

08/08/2025

Date



Signature Chairperson of Council

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1. BACKGROUND

- 1.1. The use of social media in public entities has been gaining popularity, as it provides a two way communication between organisations and the public at large, partners and stakeholders thereby increasing the speed and frequency of engagement. This requires the NFVF to maintain a positive positioning through all its digital platforms with the support of a relevant policy that is legislatively compliant.
- 1.2. The National Film and Video Foundation (hereinafter referred to as "NFVF") fully respects the of all NFVF Officials to engage in social media. In general, the NFVF officials may freely engage on social media in their own time. However, use of social media in or outside of work that affects job performance, the performance of others, and the NFVF's business interests are of a high priority for the development of the NFVF's Social Media Policy.
- 1.3. As a result, the NFVF has developed this Social Media Policy to guide NFVF Officials in respect of how social media is used in respect of the NFVF brand and the platforms it is responsible for implementing such as the South African Film & Television Awards (SAFTAs).. It is important to take proactive, reasonable and appropriate steps to protect the privacy, security and image of the NFVF, its partners and stakeholders. This Policy is intended to foster an open and expressive environment, while at the same time, maintain corporate security and reputation.
- 1.4. This Social Media Policy is not intended to interfere with or decrease the legal rights of NFVF Officials to engage in social media, and the provisions of this Policy should be read and understood to apply only to the extent that they don't conflict with rights under the Constitution (namely the freedom of expression and privacy) and/or any related legislation.

2. DEFINITIONS

- 2.1. **"Artificial Intelligence"** means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments.
- 2.2. **"Confidential information"** means to any private and/or proprietary information or intellectual property belonging to the NFVF or any other party that the NFVF deals with;
- 2.3. **"Content"** means any type of communication or material shared on social media platforms, including but not limited to, posts, comments, images, videos, links, stories, direct messages, and any other form of multimedia that is posted or messaged and authored by a user.
- 2.4. **"Defamation"** means any statement that is made or published with the effect of damaging the good reputation of another person (natural or juristic person) and/or the wrongful and intentional publication of deliberately hurtful words or conduct that refers to another person (natural or juristic person);
- 2.5. **"Derogatory conduct"** means any insulting statement or remark that is meant to hurt another person's feelings;
- 2.6. **"Official"** means any person in the employ of the NFVF, including council members, members of Council sub-committees (including panel members), managers, temporary employees and interns;
- 2.7. **"NFVF Policies"** means the framework of NFVF Policies, as amended from time to time;
- 2.8. **"Social Media"** means a term used to describe a range of online tools such as websites, web-based platforms, and applications that are designed for online interaction, content consumption, and to generate content. Examples of social media applications, channels, and platforms include Facebook, Google Plus, (X) previously Twitter, Tumblr, Threads, Snapchat, WordPress, Blogger, Wiki, Amazon ratings, Flickr, Instagram, YouTube, Vimeo, Viddler, Facebook Messenger, WhatsApp, Google Hangouts, chat rooms, email, TikTok, Podcasts, Reddit, Pinterest, telegram, LinkedIn, chat rooms etc. This list is not exhausted as other platforms start to get developed as time goes on. It also Refers to digital platforms and technologies that enable users to create, share, and exchange information, ideas, images, videos, and other content in virtual communities.

- 2.9. **"Breach"** means any action or failure to act that violates the terms set forth in this policy or related legal, ethical, and organizational guidelines, leading to potential harm to the NFVF's reputation, security, or legal standing.

3. POLICY OBJECTIVES

The NFVF seeks to, amongst other things:

- 3.1. Establish guidelines by which the NFVF Officials can conduct responsible and constructive social media engagement while protecting the name of the NFVF.
- 3.2. Promote a standard of online responsibility for NFVF Officials.
- 3.3. Promotion of NFVF's Mission: To ensure that social media is used effectively to promote the NFVF's mission, objectives, and activities, showcasing its role in supporting the South African film and video industry. Promote a safe and conducive working environment for all NFVF Officials.
- 3.4. Protection of Reputation: To safeguard the reputation of the NFVF by ensuring that all social media interactions and content reflect the organisation's values, standards, and professionalism.
- 3.5. Privacy and Confidentiality: To protect the privacy of the NFVF, its employees, partners, stakeholders, and the public by regulating the dissemination of sensitive or confidential information on social media platforms.
- 3.6. Legal and Regulatory Compliance: To ensure that all social media activities comply with applicable laws, regulations, and industry standards, preventing legal liabilities for the NFVF and its officials.
- 3.7. Encouraging Positive Engagement: To create guidelines that encourage positive, constructive, and respectful engagement on social media, enhancing the NFVF's relationship with the public and stakeholders. Social media encourages the NFVF to increase audience engagement and accessibility and to drive efficiencies of scale by limiting dependence on traditional communication channels.

4. SCOPE OF APPLICABILITY

- 4.1. **Social Media Use:** This Policy includes social media use by an NFVF Official after working hours and during off-days when affiliation to the NFVF is identified. All Officials are responsible for their own compliance with this Policy and should ensure that they take the time to read and understand it.
- 4.2. **Official Capacity:** This policy applies to all NFVF Officials when they are acting in an official capacity, representing the NFVF on social media platforms. This includes the use of both official NFVF social media accounts and personal accounts when discussing NFVF-related matters. This policy will apply for the duration of the Officials' contract with the NFVF. The code of conduct for public servants allows government employees to act in a private capacity to influence public opinion or promote issues of public interest.
- 4.3. **Personal Use:** While this policy primarily governs official use, it also applies to personal social media use when NFVF Officials discuss or reference the NFVF, its projects, or any related matters. Personal posts that could be perceived as representing the NFVF must adhere to the same standards of professionalism and responsibility.
- 4.4. **Platforms Covered:** The policy encompasses all major social media platforms, including but not limited to Facebook, Instagram, X, YouTube, WhatsApp, TikTok, Telegram, Threads and any emerging platforms that the NFVF may utilise in the future.
- 4.5. **Third-Party Content:** This policy also covers content shared by third parties on NFVF's official social media platforms, ensuring that all posted or shared content aligns with the organisation's values and standards.

5. GENERAL CONDUCT, ROLES AND RESPONSIBILITIES

- 5.1. Depending on the context, NFVF Officials may be seen to be representing the NFVF on social media and should at all times, act with due care, consideration and responsibility on all social media platforms.
- 5.2. As a result, all NFVF Officials are encouraged to adhere to these guiding principles:

	DO		DO NOT
5.2.1	When acting in an official capacity, understand the terms of reference, conventions and	5.2.2	When acting in an official capacity, utilise NFVF social media platforms without the

	regulations of the social media platform to mitigate against the risk of ineffective utilisation.		approved access, requisite understanding and skillset of social media.
5.2.3	When acting in an official capacity, post content which follows an approved content strategy and calendar, where content posted should be credible, respectful, accurate and engaging.	5.2.4	When acting in an official capacity, post content which is not approved by the Line Manager responsible.
5.2.5	When acting in an Official capacity, utilise AI tools responsibly to enhance content production and promote efficiencies of scale.	5.2.6	When acting in an Official capacity, utilise AI tool irresponsibly in ways which jeopardise the originality, reliability and accuracy of NFVF content.
5.2.7	Act with due care, consideration and responsibility on social media adhering to NFVF values which are integrity; respect; equitability; innovation; collaboration; and professionalism.	5.2.8	Make official statements on behalf of the NFVF unless they are duly authorised to do so. In a case involving the NFVF or NFVF Officials, all social media communication will happen under the direction of NFVF's Marketing and Communications Manager and/ or Head of Operations or the CEO.
5.2.9	Engage in good faith on any topics online and in the best of the NFVF and with the care and skill that can reasonably be expected from a person with his or her knowledge and experience.	5.3	Speak on matters your field of expertise. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibilities.
5.3.1	Act within the spirit and the Policies of the NFVF and laws of the Republic as well as treating people on social media with the appropriate level of respect.	5.3.2	Share NFVF intellectual property, including NFVF contract templates to third parties without the approval from your Line Manager.
5.3.3	Show respect for human rights (of the people you engage with and speak about) when	5.3.4	Discriminate another person on the basis of race, gender sex, pregnancy, marital status, family responsibility, ethnic or social origin, colour, sexual orientation,

	engaging on topics of any sort on social media.		age, disability, religion, HIV status, conscience, belief, political opinion, culture, language, and birth.
5.3.5	Correct factual misrepresentations made about the NFVF by the media, analysts, bloggers or other social media users.	5.3.6	Bring the NFVF's or any Official's name into disrepute.
5.3.7	Correct or remove any misleading or false content as quickly as reasonably possible.	5.3.8	Let social media activities interfere with their quality of work or commitments to the organisation.
5.3.9	Keep personal social media activities distinct from NFVF communication should it be unrelated to the work of the NFVF, Have a disclaimer to separate your opinion from the NFVF's such as "this is my personal opinion and not necessarily the opinion of my employer". Though be aware that use of this disclaimer does not by exempt NFVF Officials from a special responsibility when making social media disclosures. NFVFNF officials must consider whether the personal content they publish may be misunderstood.	5.4	Tarnish another person's reputation or infringe on the rights of someone else.
5.5.1	Officials should double-check all content relating to the NFVF/ before they post or share it.	5.5.2	Disclose confidential information to any outside persons.
5.5.3	Keep posts legal, ethical and respectful.	5.5.4	Upload pictures or videos (in any format) of other NFVF Officials without consent.
5.5.5	Respect copyright laws when posting.	5.5.6	Engage on social media slander, defamation and derogatory conduct. Make personal endorsements on behalf of the NFVF unless authorised.

5.5.7	Ensure that information published online is accurate and approved.	5.5.8	Post unofficial information about the NFVF and its programmes in one's personal or professional capacity.
5.5.9	Ensure that information is accordance with the NFVF's Privacy Policy (PAIA Manual) and the POPI Act guidelines for social media.	5.6	Post information that is in contravention to the NFVF's Privacy Policy (PAIA Manual) and the POPI Act.

6. BREACH

- 6.1. An Official whose conduct on social media is in breach of this Policy is committing misconduct and will be dealt with in accordance with the HR Manual. Where the misconduct under this Policy constitutes a breach of any law of the republic, a case may be reported to the relevant authorities.
- 6.2. **Disciplinary Actions:** Any NFVF Official found in breach of this policy may face disciplinary actions.
- 6.3. **Legal Consequences:** Breaches that result in legal repercussions for the NFVF, such as lawsuits, fines, or regulatory penalties, will be handled by the HR and Legal Department.
- 6.4. **Content Removal:** The NFVF reserves the right to remove any content posted on its official social media accounts that violates this policy. In cases where content on personal accounts violates the policy and impacts the NFVF, the organisation may request the removal of such content.
- 6.5. **Remedial Actions:** NFVF Officials found in breach of this policy may be required to undergo additional training on social media use, privacy, and ethics. This training aims to prevent future breaches and ensure a thorough understanding of the policy.
- 6.6. **Reporting and Accountability:** Breaches of this policy should be reported immediately to the relevant supervisor, Marketing and Communications Manager, Head of Operations or HR department. All reports will be treated confidentially and investigated thoroughly. The NFVF will maintain a record of all reported breaches and the actions taken in response, ensuring accountability and continuous improvement in social media practices.

7. POLICY REVIEW

As technology, legislation and social media platforms evolve, this policy will also evolve in line with emerging trends. This policy will be reviewed every 3 (THREE) years.

8. NFVF SOCIAL MEDIA PLATFORMS

NFVF officials are encouraged to follow and engage with the NFVF's social media accounts and related digital platforms:

These accounts are:

- X: <https://x.com/nfvfsa>
- Facebook: <https://www.facebook.com/nfvfsa/>
- LinkedIn: [https://www.linkedin.com/company/national-film-and-video-foundation-south-africa /](https://www.linkedin.com/company/national-film-and-video-foundation-south-africa/)
- Instagram: <https://www.instagram.com/nfvfsa/?hl=en>
- YouTube: <https://www.youtube.com/c/NFVFSouthAfrica>
- Tik Tok: <https://www.tiktok.com/@nfvfsa>
- Threads: <https://www.threads.net/@nfvfsa>
- NFVF website: <https://www.nvfv.co.za/>

Officials are also encouraged to support the SAFTAs social media pages

Twitter/Facebook/LinkedIn/Instagram/YouTube.

- X: https://x.com/SAFTAs_1
- Facebook: <https://www.facebook.com/saftasss/>
- Instagram: <https://www.instagram.com/saftassa/?hl=en>
- YouTube: <https://www.youtube.com/c/southafricanfilmmandtelevisionawards>
- Tik Tok: https://www.tiktok.com/@saftas_sa?lang=en
- Threads: <https://www.threads.net/@saftassa>

