



STREET CAUSE DIGITAL POLICY

Street Cause hereby referred to as 'SC' or 'The Organization', is a non-profit NGO that is constantly modifying itself to update with the rapidly changing times. Street Cause has certain guidelines, which are to be followed, in order to ensure a smooth functioning of the organization.

Scope:

The Digital Policy of Street Cause serves as a guideline drafted to maintain a standard online uniformity among social media pages of different SC Divisions and Units along with the standard maintenance of the SC App and SC Libraries. These guidelines are to be strictly followed by all the wings and divisions of Street Cause Hyderabad.

Preface:

Street Cause Digital Policy details the organization's specifications regarding maintaining social media presence of various Divisions and Units of SC, annual reports of the Organization, effective communication with the general public while ensuring digital record keeping and Alumni database of its members.

This policy shall apply to:

- Chief Executive Board (Chief EB)
- All the Divisions of SC
- Units of Street Cause - Gold, EForce, PAW, I&R, Pride and Hyderabad Youth Assembly
- All members and volunteers raising funds for Street Cause

1. Social Media presence & Effective Communication:

It is extremely vital for Street Cause to communicate the ongoing proceedings of the Organization with the general public and the SC community on the updates as the public money is used in the functioning of the Organization. Street Cause uses the following social media handles to promote its work for its effective functioning:

- (i) Facebook pages of SC Community
- (ii) Instagram pages of SC Community
- (iii) Twitter pages of SC Community
- (iv) SC Youtube channel
- (v) SC official website
- (vi) LinkedIn pages of SC Community

A. Social Media pages of SC Divisions and SC Units:

- i) It is mandatory for the respective SC Divisions and SC Units which include- SC Gold, SC PAW, SC Eforce, SC I&R, SC Pride and Hyderabad Youth Assembly to have social media page handles on Facebook, Instagram AND LinkedIn
- ii) The respective SC Divisional President/President of the respective SC Unit – Gold, PAW, I&R, Pride, Eforce, Hyderabad Youth Assembly, Mentor and SC Digital Head from the Chief Executive Board shall have access to the respective official SC Division/ SC Units pages
- iii) Any posts to be made on these respective official SC Divisions/ SC Units social media pages shall be approved by SC Digital Head at all times
- iv) All SC social media account's passwords of SC Divisions, SC Units and SC Projects should be available with the SC Digital Head and are not to be changed without the approval of SC Digital Head and/or SC – President

B. Social Media Posts on official SC Divisions and SC Units pages:

- i) It is mandatory to post about all events/tasks related to Street Cause on the official SC Units/ SC Divisional Facebook and/or Instagram pages. However, it is strictly prohibited to post any other content unrelated to the Organization
- ii) All task reports shall be uploaded on the respective SC Divisional social media pages within a time frame of 24 hours of completion of the task. Extensions can be made provided the respective mentor is given prior notice with a genuine valid reason
- iii) The respective task report shall contain relevant pictures of the event, a short description and funds used for the execution of the task along with the bills/receipts
- iv) Awareness posts about rallies, vigils or any other events not related to SC should not be posts on SC official pages

- v) Any posts of personal interest (such as Birthday greetings, achievements, graduation ceremonies, condolence posts to name a few) are not allowed to be posted on official SC pages
- vi) All media articles related to any particular task taken up by a said SC Unit/ SC Division shall be uploaded along with the task reports on the respective SC Unit/SC Division's social media pages
- vii) All videos (formal and informal) related to any event taken up by a said SC Unit/SC Division shall be uploaded on the SC YouTube channel including media coverage videos.
- viii) Any media coverage videos that are not to be uploaded in YouTube because of copyright issues are to be saved in the Street Cause drive, for future reference

2. SC Libraries

Street Cause as an Organisation strongly believes in empowering its members through carefully laid out processes, which would enable members, especially the Chief EB and members in other leadership positions, to work seamlessly, having every detail of the organisation at one place, and eliminating the need to be dependent on individuals for knowledge transfer. SC libraries enable members of the organisation to access all the data of the previous years, which could be used to reference in case of any questions arising in the future. The SC Libraries can be termed as the 'nerve centre' of Street Cause, where the way of working is to carefully document each and every detail, to ensure that all data is made available for reference.

- A. The SC Libraries are supposed to be curated and maintained by the Digital Head of Street Cause
- B. The Digital Head must ensure that the data and contents of the Libraries are sorted in a systematic manner and shall ensure that all the new data (eg. media articles, event videos, scanned copies of documents, etc) are updated
- C. Finance:
 - i) All particulars (viz., Bills, MOUs, receipts etc.) shall be uploaded on SC Gmail account Google Drive at the earliest convenience or within 24 hours of obtaining the said particulars
 - ii) The said SC Units/ SC Division's monthly bills are expected to be uploaded by the Divisional President, Division Treasurer or any other competent figure of authority recognized by SC. Failure to comply in a timely manner may result in unforeseen serious repercussions

- iii) The Treasurer of the said SC Division and the Divisional President are responsible for ensuring that all aforementioned documents (i.e. finance and monetary documents) are uploaded on the prescribed medium by the respective Divisional Mentor
- iv) The Digital Head from Chief Executive Board shall ensure all the financial details are uploaded on the respective SC Units/ SC Divisions folder on the official SC Google Drive.

D. Task Reports:

- i) Upon completion of a SC Event in par with the guidelines set by the SC Project Quality Head and task report content approval from SC Documentation Head from Chief Executive Board; task reports along with relevant pictures supporting the event shall be uploaded on the official social media pages of the respective SC Units/ SC Divisions
- ii) The task report shall be uploaded in line with the finance documents and bills within a time frame of 24 hours. The bills so uploaded shall be in accordance with task reports
- iii) The task reports shall follow the format prescribed by SC **(refer to clause 2 in SC Documentation Policy for the prescribed format of task report)** along with consisting of a short description of the event in the prescribed format, financial details and a minimum of 3 event pictures to support the task report
- iv) The pictures so uploaded along with the task reports shall clearly specify the change brought about by the execution of the event. Clear before and after event pictures shall be uploaded
- v) A copy of the same task report shall be retained by the respective SC Unit President/ SC Divisional President and sent to the respective Mentor from the Chief Executive Board through Google Docs

E. Letter of Recommendation (LOR):

The LORs issued to the distinguished Alumni of the Organization under the discretion of the Documentation Head and President- SC shall be uploaded to the respective folder on the SC Google Drive

- F. The access to the above listed documents shall only be given to the respective Heads (Chief Executive Board/GC/BOG/PC), provided they have dedicated SC email-ids (In the format of name.streetcause@gmail.com)

3. SC Libraries Index sheet:

The SC Libraries is a robust collection of all the data that is part of SC. In order to easily navigate the content of the Libraries, a carefully planned Index is maintained, which serves as a one stop guide for all the contents. All the SC related documentation shall be consolidated under the SC Libraries Master-Sheet, with links to the drive access for the concerned documents. These Libraries shall thereby consist of the following:

- i) SC Policies - The Street Cause policies lay out the framework of the functioning of the organisation. The Head of Documentation is responsible for the maintenance of policies in the libraries
- ii) SC Central Finance - The central finance sheet contains all the transactions and finance related details of the organisation, which is maintained by the VP-F&L
- iii) SC Annual Reports - The annual reports of the organisation is a consolidation of all task and projects, including expenditures, impact, and other details to be maintained by the Policy Governance, Documentation and Culture Head
- iv) SC Audit Reports/ITR - The audit reports and ITR filing report are the official verified documents which confirm the financial transparency of SC. Both CA Audit and IT filing reports are to be updated yearly by the VP-F&L
- v) SC Database - The SC database consists of the details of all the members currently working in the organisation, and consists of their performance remarks, to be maintained by the HR Head of SC
- vi) SC Alumni Database - The Alumni database is a detailed register of all the alumni who have worked for SC, and their current details and achievements, this database is to be maintained by the Alumni Relations Head
- vii) SC Print and Digital Media - All the media articles through the years, including the print and broadcast media articles are to be consolidated by the PR Head of SC
- viii) SC Fundraisers (RFC, Dunk-IT, Parinama etc.) Documentation - The event details of all major SC fundraisers are to be maintained by the Policy Governance, Documentation and Culture Head
- ix) SC Public Relations - The Public Relations data includes the various decks that have been made for sponsors, marketing, pitches, and shall include all the celebrity and sponsor contacts that have been associated with SC
- x) SC Event Media - The event media shall extensively cover every aspect of the events that have happened in SC through the years

- xi) SC Passwords - The highly confidential passwords for all accounts must be with the Digital Head of SC.
- xii) HYA Documentation (Reports, Assembly Videos, etc) - The HYA documentation is to contain the comprehensive list of events per season, videos of the assembly, promotion videos, articles, etc.
- xiii) SC Division Kit - The Division Kit is a set of documents which help the Division in starting the new year, and contains decks which are used for inducting new members into the division, marketing decks, etc.
- xiv) SC Legacy Documents (Board Registration, Chief EB Applications, HYA Application Forms, SC Fundraiser Passes, etc.) - These Documents are a testament to the history of the Organisation, and they provide a view as to how the organisation grew over more than a decade

Every year, the respective Digital Head shall take ownership to transfer the existing data and knowledge of SC Libraries to the next Digital Head to ensure its maintenance. The edit access to this sheet shall lie only with the Digital Head, President, Board of Governors, Governance Committee and the Permanent Chair.

4. YouTube of SC:

- A. The official YouTube channel of SC shall be maintained by the Digital Head from the Chief Executive Board
- B. The SC YouTube channel not only serves as a platform with social media presence but also serves as a record keeping library for all the SC related videos till date
- C. All the media coverage videos of various SC events shall be posted on the official SC YouTube channel
- D. All the YouTube videos of SC posted by any individual shall be cumulatively consolidated on the official SC YouTube channel
- E. The official SC YouTube channel shall also include the coverage videos of HYA.
- F. Apart from work, fun interactive videos of SC Meetings, AGM Annual performances, speeches to name a few shall also be posted on the official SC YouTube channel
- G. Video coverage of major fundraising events of SC such as Dunk-it, Goal Addict, Howzatt, Parinama and Run For a Cause to name a few shall be posted on the official SC YouTube channel
- H. An option of privacy shall be kept in mind while sharing of SC Videos on the official SC YouTube channel

5. Annual Reports of SC:

- A. Annual Reports give an overview of the event proceedings of the Organization. SC Annual Reports are usually drafted down by the SC Documentation Head from the Chief Executive Board. These Annual Reports thus drafted shall be uploaded to the SC Google Drive
- B. Annual Reports shall also be maintained for SC Units which includes SC Gold, SC Eforce, SC PAW, SC I&R, SC Pride and Hyderabad Youth Assembly on a yearly basis. The final ownership of getting the respective Annual Reports uploaded on the Google Drive lies in the hands of the SC Documentation Head from the Chief Executive Board

6. Member Database:

- A. Maintaining a thorough record of the present workforce of the different SC Divisions and SC Units which includes- SC Gold, SC Eforce, SC PAW, SC I&R, SC Pride and HYA lies in the hands of the Human Resources Head from the Chief Executive Board.
- B. Member Data shall include the following details usually:
 - (i) Full name of the candidate
 - (ii) Year of study
 - (iii) Stream of study
 - (iv) Contact details: Email ID, Phone Number
 - (v) Address of the candidate
 - (vi) Name(s) of the SC Division/SC Unit affiliated with
 - (vii) Designation(s) held with the candidate.
 - (viii) Social media details
 - (ix) Certificate details

All these details shall be uploaded on Google sheets document. This Google Doc needs to be updated every month and shared with the respective mentor who in turn shares the sheet with the Human Resources Head from the Chief Executive Board. This database must be part of the SC Libraries

7. Alumni Database:

- A. Maintaining a thorough record of the Alumni from different SC Divisions and SC Units which includes- SC Gold, SC Eforce, SC PAW, SC Pride, SC I&R and HYA lies in the hands of the Alumni Relations Head from the Chief Executive Board
- B. Alumni database shall include the following details to the best of the Alumni Relations Head's knowledge:
 - (i) Name of the Alumni Member
 - (ii) DOB
 - (iii) Former Designation(s) Affiliated with SC
 - (iv) Educational Qualifications
 - (v) Social Media status
 - (vi) Contact details – Including Mobile number and Email ID
 - (vii) Present city/country of residence

All these details shall be uploaded on Google sheets document. This Google Doc needs to be updated on a regular basis by the Head –Alumni Relations from the Chief Executive Board. This database forms a part of the SC libraries

8. Legal:

- A. Any Legal documents which includes Board registrations, Annual Audit Reports, Societies Documents, Bye Laws, 12 A certificate to name a few shall be uploaded on the SC Google Drive
- B. MOUs signed between SC and the other said party as a part of a legal agreement shall be uploaded on the SC Google Drive for future reference
- C. Police permission letters taken for any SC events shall be uploaded on the SC Google Drive for future reference
- D. In case an editable version of these legal documents is also present, then both the original set of documents and the editable version of the documents shall be uploaded on the SC Google Drive

9. Data Protection:

- A. The Digital Head from the Chief Executive Board shall ensure that the data protection of the Organization's details shall be maintained digitally
- B. Access to all SC Division's and SC Units email ids, Facebook, LinkedIn and Instagram pages shall be safely maintained by the SC Digital Head
- C. Access to SC YouTube channel shall be safely maintained by the SC Digital Head

10. Marketing Material:

- A. All marketing material pertaining to SC events of SC Divisions/Units/Projects should be approved by the SC Digital Head
- B. All marketing material pertaining to events of SC Divisions/Units/Projects should contain the SC Logo, SC Standardized Font, SC Social Media Handle Links and any further guidelines issued by the SC Digital Head
- C. For any marketing material pertaining to events of SC Divisions/Units/Projects, the SC Digital Head has the right to modify its content and share it in the best interest of SC
- D. All marketing material pertaining to events of SC Divisions/Units/Projects should be saved in the SC Google Drive for further reference

11. App Maintenance:

- A. The App needs to be maintained by the Digital Head – SC
- B. All the events taken up by SC Divisions/Units/Projects shall be duly updated on the App by the respective Heads
- C. All the internal money transfers (Cash/Digital) shall be duly recorded on the App within 24hours of the transaction
- D. The App should be functioning at all times and necessary cost optimization shall be done in a timely manner
- E. It is mandatory for every SC member to be registered on the App

12. Amendments :

- A. The Policy has been created by the Chief Executive Board under the guidance of the Permanent Chair of Street Cause
- B. Any change/changes to the policy shall be reviewed by the Portfolio Head, Head-Documentation and Policy Governance, along with the President of Street Cause
- C. If the President is in agreement with the amendments to the Policy, it needs approval from the Board of Governors and Governance Committee
- D. In case of any discrepancies arising, the Street Cause Governance Committee can be approached with the same
- E. **Change of Policy:** The Executive Board of Street Cause, can change the policies, approved by the President of Street Cause, after due consultation with the BOG
- F. **The Board of Governors has the discretionary right to invoke any change in policy based on circumstances**
- G. The Board of Governors has discretionary right to make an exception to the policy based on reasonable circumstances
- H. The Permanent Chair has the discretionary right to override any change in policy made by the Board of Governors and Governance Committee based on circumstances and will have final call over the policies

Note:

- 1. The policy is subject to change and further updates.
- 2. For any queries regarding the policy, please contact streetcause@gmail.com

Policy Version	Changes	Created/Modified	Created/Amended By	Reviewed/Approved By
SC Digital Policy V 1.0	Policy Launch	19/10/2019	Lalituditya(President), Aparna Upadrasta(Digital), Sumaiya Shaik(AP-Documentation), Rubeena Maheen	Akhilesh Jukareddy (PC)
SC Digital Policy V 2.0	Introduced SC Libraries, guidelines for SC Marketing	29/04/2020	Rubeena Maheen (VP-Digital)	Meghana Mojjada, Bhargav Kumar

	Materials and SC App			(Board of Governors)
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