

# People and Work Unit Social Media Policy

(adapted, with permission, from Jon Jolly, Arun Community Church)

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The People and Work Unit realises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, MySpace or Twitter. However, we are also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our confidentiality policy or offend anyone when using these services.

### General Information

The following policy has been designed to give staff clear guidelines as to what the People and Work Unit expects of them when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

### Guidance for Personal Use

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that (a) you are not happy them to have access to; and (b) which would undermine your position as a professional, trusted and responsible person. As a basic rule, if you are not happy for others you work with to see particular comments, media or information simply do not post it in a public forum online.

When using social media sites, staff members should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile. In most situations you should not accept friend requests on your personal profile from 'clients' you work with. If you do decide to accept friends from your work setting onto your personal profile, this is entirely at your own risk and your online behaviour must reflect the same professional standards as those expected in all other aspects of working life (This includes young people, parents, etc).
- Ensuring personal blogs have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of the People and

Work Unit. Make it clear that you are speaking for yourself and not on behalf of the People and Work Unit.

- Ensuring information published on the Internet complies with the People and Work Unit's confidentiality and data protection policies. Breach of confidentiality will result in disciplinary action and may result in termination of your contract.
- Ensuring you are always respectful towards:
  - the People and Work Unit
  - Other Staff Members
  - Parents and Families (including children and other relatives)
  - Other Agencies and Partners

Staff should be aware that any disrespectful comments to the above might be seen as libellous and could result in disciplinary action or termination of your contract.

- The People and Work Unit logos may only be used with permission on official work based social media
- At all times, in or out of working hours, you are an ambassador for the People and Work Unit. Be aware that your actions captured via images, posts or comments online can reflect on the People and Work Unit.

### **Use of Official Accounts**

The People and Work Unit operates a number of accounts on social media websites for the promotion of activities and events, and as a communication method. The following outlines the limits of their use.

- An official account on any social media website may only be set-up with written consent from a line-manager.
- Only authorised staff may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with the People and Work Unit's confidentiality and data protection policies.
- Adults or children should not be referenced online without their express consent. This includes all photos, videos and other media. (All organised community project work normally has consent forms which include a tick box for photographic and video content for all under 18s and staff should ask those over 18 if they are happy for photos and videos to be used online.)

- Copyright laws must be respected, with references or sources cited appropriately.
- Any employee who becomes aware of social networking activity that would be deemed distasteful should make their manager aware as soon as possible.

All staff using official accounts must adhere to the above guidelines; breach of this policy may result in disciplinary action or termination of your contract.

Adapted with permission from Jon Jolly's website:-

<http://www.jonjolly.com/social-media-policy/>