10 Social Media Policy

1. Introduction
	1. Social Media is an important tool for all businesses, but it is not without its difficulties. Boundaries which exist in the ‘real world’ are easy to ‘blur’ in an online forum.
	2. This Policy:
* Explains what we mean by the term ‘social media’
* Sets out a framework of expected standards and behaviour both in terms of personal social media use and business use
* Sets out the implications if those standards are not met
	1. Please note that this Policy does not form part of your contract with us. We reserve the right to amend or remove this Policy.
	2. This Policy applies to all employees and workers in our business and anyone who could be identified as being associated with us, including contractors, agency workers, casual workers, interns and volunteers.
1. What is ‘Social Media’?
	1. ‘Social media’ includes online communications and applications through which communications, media and messages can be shared. The ‘social’ aspect refers to the fact that you are interacting and sharing with other people.
	2. There are different types of social media. Examples include:
* Social networks: the most well-known form of social media, such as Facebook, LinkedIn and Twitter.
* Media sharing networks: These are used for sharing photographs, videos and other forms of media, such as Instagram and Snapchat.
* Discussion forums: These are forums where particular topics of interest can be discussed, such as Reddit and Mumsnet.
* Consumer review networks: These are sites which allow you to leave reviews in relation to products, services and brands, such as TripAdvisor.
* Blogs: These are used for publishing and commenting on articles on different topics. Many businesses have their own blogs on their corporate web platforms, and many individuals have blogs chronicling things which they wish to share.
1. Personal use of Social Media
	1. You should keep personal use of social media to a minimum during working time. Further details in this regard can be found in our Computer, Email and Internet Policy.
	2. Personal social media use should not negatively impact your productivity or your ability to meet deadlines. Personal notifications must be switched off during the working day to avoid distraction.
	3. There may be occasions when your actions on social media in a personal capacity impact your employment with us. Even if you do not name us as your employer, people who know you and where you work may still make an association with us, or people might use ‘jigsaw’ identification (putting together information from more than one source) to discover you work for us. We have a right to protect our legitimate business interests.
	4. Accordingly, we need you to follow these rules:
* You must not act inappropriately in your interactions on social media. This includes acting in a discriminatory manner, harassing others or being rude online.
* You must not make any derogatory statements about any other person or business.
* If, in a social media profile, you disclose your association with us, then you should make sure that all postings maintain an appropriate professional style and content.
* You must make clear that any opinions given are your personal ones.
* You must not publish anything which may bring us, or others associated with us, into disrepute.
* You must not publish anything which would be in breach of copyright or the rights of others.
* You must not add the details of business contacts you make through work to any of your personal social media accounts.
* The contact details of any business contacts you make while working for the business belong to us and must remain confidential. When you leave our employment, you must give us this data and delete any copies you have, including any you have added to your social media accounts.
* You must not post to social media other than in your own name, and you must not pretend to be another person, real or non-existent.
	1. Where your actions on social media have a direct or indirect impact on us, then we may take disciplinary action against you.
1. Business use of social media
	1. It is important that if you are posting or commenting on social media as a representative of our business, you behave appropriately and in a way which upholds our values.
	2. If your duties require you to speak on our behalf on social media, you must seek approval for that communication from your line manager.
	3. If you are contacted for comments about our organisation for publication, you should contact your line manager for support. Do not respond without prior, written approval from your line manager or another responsible person.
	4. Any circumstance where you are posting as a proxy for our business (so that the post reads as if it came directly from us) or as our representative, and any post or comment on a platform where your association with us is visible, is regarded by us as ‘business use’ of social media and the following rules apply:
* You should avoid slang.
* You should avoid inappropriate or rude language.
* You should only comment on matters which fall within your expertise or knowledge.
* You should not make any false or misleading statements.
* You should check spelling and grammar before posting any content online.
* You should only post on topics which are relevant to our business.
* You should never provide references for other individuals on social or professional networking sites. These references, positive and negative, can create legal liability for both you and us.
* You should not post any confidential or otherwise sensitive information.
1. Ownership of passwords and contacts
	1. This paragraph only applies to employees: If you have used social media (such as LinkedIn) to store or accrue business contacts in the course of your employment with us, then those contacts belong to us.
	2. If we ask you to do any of these things, whether during or after your employment, you must:
* Give us your access details to those social media accounts (i.e. your username, password, and any authentication details needed)
* Send us a list of all contacts accrued in the course of your employment with us, with all the details we reasonably ask for or irrevocably delete those contacts, without retaining any copies
	1. We own all passwords to our social media accounts. If you set up a social media account on our behalf, or if you change a password to one of our social media accounts, you must tell your line manager in writing of the (new) access details.
	2. If you are set as the contact for two-factor authentication (for example, if a text is sent to your personal phone number to corroborate that you are authorised to sign into a social media account), you must cooperate with us to change those details if we ask you to do so.
1. Monitoring
	1. We may monitor, intercept and review any social media activity carried out using our IT and communications systems as permitted under our Data Protection Policy to monitor compliance with this Policy.
	2. We may monitor, intercept and review social media accounts and posts if they are public. We may also review any content or post in a private or ‘member only’ forum or any deleted post in either a public or private forum which is brought to our attention (for example, by the provision of screenshots).
2. Breaches of this Policy
	1. Breach of this Policy may result in disciplinary action being taken against you, up to and including dismissal.
	2. We may require you to remove social media postings which we believe to be inappropriate or otherwise in breach of this Policy. Failure to comply with any request made may result in disciplinary action being taken against you.
3. Useful links and contacts
	1. The following internal policies contain additional information and guidance:
* Disciplinary Policy
* Computers, Email and Internet Policy
* Grievance Policy
* Data Protection Policy
1. Administration of the Social Media Policy
	1. Name1 is responsible for the administration of this Policy. Should you have any feedback, please email to Email1.

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| Organisation Name: | ABC Ltd |
| Policy Adopted Date:  | 1st January 2024 |
| Due for Review Date:  | 1st January 2026 |
| Person Responsible for Policy: | Name1 |
| Email: | Email1 |