

## SG03 Transilience Social Media Policy

This policy sets out the rules of Transilience and guidance in relation to employees’ use of social networking websites.

**Definitions**

The term social media refers to social networking websites that allow people to exchange information, ideas and opinions and to build online communities or networks. It includes:

* Social networking sites or apps
* Blogs;
* Audio and video podcasts;
* ‘Wikis’, such as Wikipedia;
* Message boards;
* Social bookmarking;
* Photo, document and video sharing websites, such as Flickr and YouTube;
* Miniblogs, such as Twitter.

Social media websites are fast growing and ever changing. The list above refers to some well known examples of social media but is not exhaustive. This policy relates to all forms of social media.

**General Responsibilities**

* Transilience understands and accepts that many employees engage in social networking activities. However, it is Transilience’ responsibility to ensure that its employees’ use of social media does not damage its reputation or result in the disclosure of confidential information. Transilience also has a responsibility to protect its employees from cyber-bullying (harassment caused by another employee’s use of social media) and discrimination.
* Employees are responsible for knowing and understanding this policy. When accessing social media websites, they must be aware that anything posted online is in the public domain and can remain so indefinitely. As a result, Transilience risks damage to its reputation and claims for liability. Transilience may also be held liable for breaches of confidentiality and privacy, which are damaging to individuals and organisations.
* It is the responsibility of everyone to treat others with dignity and respect. This requirement, as set out in Transilience Equality and Diversity Policy, applies to social networking. Abusive postings about colleagues and others are likely to amount to bullying and, where they relate to a protected characteristic (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation) may also amount to discrimination, for which Transilience, as well as the employee, may be held liable.

**Compliance**

Compliance with this policy is mandatory and forms part of the Terms and conditions of Employment. Use of social media, which is in breach of this policy, will be treated as misconduct and dealt with under Transilience Disciplinary Procedure. Serious cases will be treated as gross misconduct and may lead to dismissal.

**Use of Social Media at work**

* The use of Social Media for business use is permitted following the guidelines of this policy; and
* For personal use, subject to the limitations below.
* All employees who access social networking websites, whether using Transilience or their own facilities, must comply with the rules as set out in this policy.

**Use of social medial outside of work**

TTVS acknowledges the popularity of social media and the right that employees have to engage in social networking activities outside of work. However, in order to fulfil its own responsibilities for protecting its reputation, its employees and confidential information, Transilience requires employees to comply with the rules as set out in the policy.

**Rules**

When using personal social networking sites, employees are required to comply with the following rules.

Employees must not:

* Identify themselves as working for Transilience, or use Transilience’ logo, unless authorised to do so by Transilience Chief Executive
* Express personal views about Transilience, its employees, its clients or any other individual or organisation that could be seen as offensive or defamatory;
* Comment on Transilience’s position on any issue (including but not limited to its strategies, policies, plans, processes, history, appointments, finances, acquisitions, recruitment, pay and benefits);
* Disclose confidential information. Employees are required to comply with Transilience’ Data Protection Policy in relation to confidential information, which may include but is not limited to personal information about individuals, client details, financial and commercially sensitive information about Transilience or its clients and future business plans. Confidential information can include photos and videos;
* Breach copyright, for example by using intellectual property (text or images) belonging to another person or organisation without their consent or and/or without acknowledgement.
* Post any text or image in relation to any other individual that could be perceived as discrimination, bullying, harassment or victimisation. Employees are required to comply with Transilience’ Equality and Diversity Policy in relation to all postings on social media websites.

Employees must;

* Take all necessary steps to avoid identity theft, for example by not revealing their address, bank details or passport number;
* Alert their line manager if they become aware of any breach of this policy.

**Monitoring the use of Transilience facilities**

TTVS reserves the right to monitor employees’ use of its facilities to access social networking websites.

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