



Social Media Policy

Version number:	Version 1	Document owner:	HND Children's Care Ltd.
Version Date: Review Date:	January 2026 January 2027	Document ID number:	1.20 social media Policy
Version expiry:	January 2027	Document classification:	Final
Version status:	Live document		

Contents:

1. Policy

About this policy:

This policy is in place to minimise the risks to HND Children's Care Ltd through the use of social media. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, X, Google+, Wikipedia, Whisper, Instagram, Vine, WhatsApp, Tumblr, and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way. This policy does not form part of any employee's contract of employment, and we may amend it at any time.

Personal use of social media:

- Personal use of social media is never permitted during working hours or by means of HND Children's Care Ltd computers, networks and other IT resources and communications systems.

Prohibited use:

- You must avoid making any social media communications that could damage HND Children's Care Ltd interests or reputation, even indirectly.
- You must not use social media to defame or disparage HND Children's Care Ltd, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- You must not express opinions on our behalf via social media, unless expressly authorised



to do so by your manager. You may be required to undergo training in order to obtain such authorisation.

- You must not post comments about sensitive business-related topics, such as HND Children's Care Ltd performance, or do anything to jeopardise HND Children's Care Ltd secrets, confidential information, and intellectual property. You must not include HND Children's Care Ltd logos or other trademarks in any social media posting or in your profile on any social media.
- You are not permitted to add business contacts made during the course of your employment to personal social networking accounts. Any misuse of social media should be reported to the manager and / or Director.

Business use of social media:

If your duties require you to speak on behalf of HND Children's Care Ltd in a social media environment, you must still seek approval for such communication from the manager and / or Director who may require you to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.

Likewise, if you are contacted for comments about HND Children's Care Ltd for publication anywhere, including in any social media outlet, direct the enquiry to the manager and / or Director and you do not respond.

The use of social media for HND Children's Care Ltd purposes is subject to the remainder of this policy.

Guidelines for responsible use of social media:

You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.

HND Children's Care Ltd expect all employees to keep their social media profiles set to 'private'; this will prevent employee's personal social media profiles being available to the public domain, and importantly, will prevent the children, of who all employee's care for, from accessing employee's social media profiles – we believe that this is important to keep each employee safe.

Furthermore, it is expected that no employee is 'friends' with a child cared for by HND Children's Care Ltd on any social media platform, this extends to our expectation that staff do not exchange private or public messages via social media with the children cared for by HND Children's Care Ltd. Again, we believe this is important to keep each employee safe.

Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.



If you disclose your affiliation with HND Children's Care Ltd on your profile or in any social media postings, you must state that your views do not represent those of HND Children's Care Ltd (unless you are authorised to speak on our behalf). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager.

Monitoring:

If you see social media content that disparages or reflects poorly on HND Children's Care Ltd, you should contact HND Children's Care Ltd Director immediately

HND Children's Care Ltd reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes which include ascertaining and demonstrating that expected standards are being met by those using the systems and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

Breach of this policy:

Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation.

You may be required to remove any social media content that HND Children's Care Ltd consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

End.