

MS- CAS Social Media Policy & Procedure

Social media is an ideal way for your organisation to share news, reach new supporters and interact with others.

Introduction

This policy must be read in line with other policies provided by MS-CAS including, but not limited to, the disciplinary and grievance policy, IT policy and all policies relating to discrimination, bullying and harassment.

You (trustees / team / employees) must follow the rules established in this policy in relation to all forms of social media. Failure to comply with this policy could result in disciplinary action which could lead to dismissal depending on the circumstances.

Definition of Social Media

Social media is a type of interactive online media that allows parties to communicate instantly with each other and allows the sharing of data in a public forum.

Social media covers, but is not limited to, Twitter, Facebook, LinkedIn, YouTube and Flickr, Instagram and any other applications considered 'social media'

Personal use of social media at work

You are permitted to access social media websites from MS-CAS computers or other electronic devices for personal use but only at certain times.

You must limit your use of social media to official rest breaks, before you commence work or after work. *Remember that you should have regular breaks away from a computer.*

Business use of social media

You will be advised if you are expected to make use of social media as part of MS-CAS for day to day work and in what forums such use is allowed or not allowed.

If you are unsure about the suitability of a post you wish to make to please discuss it prior to posting with your Volunteer Manager / Team member

You may contribute to the Organisation's social media activities. You may be requested to provide blogs or articles for publication. Alternatively, if you have something you would like to contribute to the social media controlled by the Organisation please contact your Volunteer Manager / Team member

If you are contacted for comments about the Organisation for publication anywhere, including social media, you must discuss your response with your Volunteer manager / Team member) to ensure it is appropriate and compatible with the values of the Organisation.

Dealing with abusive, incorrect, or damaging posts

When using social media it is important to protect the reputation of MS-CAS at all times. One of the downsides of social media is that some individuals (often known as trolls) can post abusive or damaging posts on social media. Should this occur on any of the organisations social media accounts the following actions should be taken:

- Report the post to your Volunteer Manager / Team Member
- Do not respond to the post – however tempting
- Report the post to the relevant social media provider
- Block the individual
- In the case of serious threats or posts which are considered to be inciting hatred or terrorism should be reported to the police.

Responsible use of social media

If you are required to use social media for business use, or part of a Volunteer role, remember that you are representing **MS-CAS** at all times and must therefore ensure the communication has a purpose and is intended to benefit **MS-CAS**

In both business and personal use of social media you must:

- a) Use your common sense before you post anything and think about what you are saying to the world at large.
- b) Ensure that you do not post any disparaging or defamatory statements about: i) Our Organisation ii) Our staff and Volunteers (current or past) iii) Our existing, potential or previous clients or customers iv) Our suppliers or competitors v) Any person or organisation that has any connection with our Organisation
- c) Refrain from posting images or links with inappropriate content.
- d) Refrain from breaching confidentiality.
- e) Refrain from revealing any trade secrets or confidential information either relating to our Organisation or a third party.

- f) Refrain from any breach of copyright.
- g) Not use social media to bully, harass or discriminate against any party.
- h) Refrain from posting strong religious or political view points.
- i) Refrain from entering into contractual arrangements.
- j) Refrain from any illegal activity.
- k) Refrain from on line fights, personal attacks or hostile postings.

The golden rule - *ask yourself whether what you are about to post could cause offence to anyone or damage the reputation of the organisation. If the answer is yes, or you are not sure, then do not make the post.*

Monitoring

If you are allowed to use the Organisation's computers or other electronic devices for personal use, the Organisation reserves the right to monitor such use including use of the internet and personal use of social media. Unauthorised use during working hours will result in disciplinary action / other form of action if volunteering.

In the event of misuse being found the Organisation may limit your access rights, in addition to any other sanction that may be appropriate.

Social media in your personal life

MS-CAS recognises that many employees and volunteers use social media in a personal capacity. Whilst you are not acting on behalf of the Organisation, you must be aware that your actions might damage the reputation of the Organisation.

You are allowed to state that you work/ volunteer for the Organisation, however, your online profile / username must not contain the name of the Organisation.

You must not, under any circumstances, use your Organisation email address in any form of personal social media or on the internet at all in your personal capacity. You must set up your own personal email address.

MS-CAS discourages you from discussing your working life via social media, however, if you choose to do so remember the golden rule.

If you believe that your conduct outside of your working life could impact on your professional life think carefully about your privacy settings, consider friend / follower requests carefully giving consideration to who their friends and followers may be,

remove tags on photographs or alternatively refrain from the use of personal social media altogether.

Disciplinary Action

Any breach of this policy may result in disciplinary action being taken against you. Serious breaches of this policy could constitute gross misconduct and could lead to dismissal without notice depending on the circumstances of a particular case.

The Organisation reserves the right to require you to remove a posting from any social media forum and any failure to comply with this request may constitute an act of gross misconduct for failing to follow a reasonable management instruction.

Remember the golden rule: Ask yourself whether what you are about to post could cause offence to anyone, damage your reputation or that of the organisation. If the answer is yes, or you are not sure, then do not make the post.

POLICY DATED: [16/11/2022]

REVIEW DATE : *2 years after date of policy*