

Social Media Policy of Live Well in Braunton

Policy purpose and brief

Social media is one of the principal means of online communication with increasing numbers of people using it as their main source of information. Social media, used effectively, is a valuable resource to our organisation.

We want to demonstrate to our staff and volunteers that we understand that social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. “Social media” refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy aims to cover all of them, both the use of personal social media at work and the representation of our organisation through social media.

The purpose of this policy is to provide practical advice to help avoid issues that might arise through unwise or careless use of social media or on our behalf.

Using personal social media

Staff and volunteers may access their personal accounts at work. However, the scheme expects them to act responsibly and ensure they are doing their work. Using social media excessively while at work can reduce efficiency and concentration. Whether people are using their accounts for organisational or personal purposes, they may easily get sidetracked by the vast amount of content available.

We would ask people to:

- **Use their common sense.** If staff neglect their job to spend time on social media, their work will be affected.
- **Ensure others know that their personal accounts or statements do not represent our organisation.** Staff should never state or imply that their personal opinions and content are authorised or endorsed by our organisation. If appropriate we would advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.
- **Avoid sharing intellectual property** like trademarks on a personal account without approval. Confidentiality policies and data protection laws will always apply.
- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of our organisation’s Equal opportunities and Diversity policy, if directed towards colleagues, clients or partners.
- **Social Media is not a means to research or gain information on volunteers, colleagues, or members of the public.** It may be considered as a violation of our organisation’s data protection policy, if information is sort on colleagues, clients, members of public or partners. As with data protection laws, data and information should be used appropriately and not for own personal gain or satisfaction.

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Representing our organisation

Some staff represent our organisation by handling our social media accounts or speaking on our organisation's behalf. We expect them to act carefully and responsibly to protect our organisation's image and reputation. Staff should:

- **Be respectful, polite and patient**, when engaging in conversations on our organisation's behalf. They should be extra careful when making declarations or promises towards service users and stakeholders.
- **Avoid speaking on matters outside their field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Follow our confidentiality policy and data protection policy** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Avoid deleting or ignoring comments** for no reason. We should listen and reply to criticism.
- **Never post discriminatory, offensive or libellous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

Disciplinary Consequences

We will look at social media postings on our account/s and may take disciplinary action leading up to and including termination if staff do not follow this policy's guidelines.

Examples of non-conformity with this policy include, but are not limited to:

- Disregarding job responsibilities and deadlines to use social media.
- Disclosing confidential information through personal or Scheme accounts.
- Directing offensive comments towards other members of the online community.

Adoption

Date adopted:

Signature on behalf of the Directors:

Name and position:

Review date: