



DEAF CAN!

BREAKING BARRIERS; CREATING OPPORTUNITIES

Social Media Policy

Implementation Date: September 2024

Next review: September 2025

In this Privacy Policy, 'Deaf Can!', 'we' or 'our' means:

Deaf Can! LTD (Registered Company in England - No. 14960477).

Social Media Policy

Policy Statement: DeafCan! recognises the value of social media in building relationships, sharing information, and engaging with the public. However, we are committed to ensuring that our employees, volunteers, and representatives use social media responsibly and in a way that upholds our values, protects our reputation, and complies with legal and ethical standards.

1. Purpose of the Policy

This social media policy aims to:

- Provide guidelines for employees and representatives on appropriate use of social media.
- Protect the reputation of the organisation, its employees, and stakeholders.
- Ensure compliance with legal and regulatory requirements.
- Safeguard confidential and sensitive information.
- Encourage responsible and professional communication across social media platforms.

2. Scope

This policy applies to:

- All employees, volunteers, contractors, and representatives of the organisation.
- All social media platforms, including but not limited to Facebook, Twitter, LinkedIn, Instagram, TikTok, YouTube, blogs, and forums.
- Both personal and professional use of social media where the individual is identifiable as being associated with the organisation.

3. Guidelines for Professional Use

Employees and representatives managing the organisation's social media accounts must:

- **Maintain professionalism:** Content shared should reflect the organisation's mission, values, and image.
- **Ensure accuracy:** Verify facts before posting and correct any misinformation quickly.
- **Respect confidentiality:** Do not disclose sensitive or confidential information about the organisation, its clients, or stakeholders.
- **Seek approval:** Obtain authorisation before posting any official statements or engaging in public conversations on behalf of the organisation.
- **Respond appropriately:** Handle queries and feedback in a respectful and timely manner, and escalate complaints or concerns to the appropriate department.

4. Guidelines for Personal Use

Employees and representatives should be mindful of the impact their personal social media activity can have on the organisation. The following rules apply:

- **Identify personal opinions:** When expressing personal views on matters related to the organisation, employees should make it clear that these opinions are their own and not those of the organisation.
- **Avoid inappropriate content:** Do not share content that is offensive, discriminatory, or harmful, including content that may harm the reputation of the organisation.
- **Confidentiality:** Do not discuss or disclose any confidential or proprietary information related to the organisation or its stakeholders.
- **Respect boundaries:** Avoid engaging with clients or service users on personal social media accounts unless part of your professional role.

5. Legal Compliance

Employees and representatives must comply with all legal regulations governing social media use, including but not limited to:

- **Data protection:** Adhere to GDPR and other data protection laws when sharing or handling personal data.
- **Copyright and intellectual property:** Respect copyright laws and do not share or use content without appropriate permissions.
- **Defamation and libel:** Avoid making false or damaging statements about individuals or organisations.

6. Use of Organisation's Social Media Accounts

Only authorised personnel may access and manage the organisation's official social media accounts. These individuals must:

- Follow the organisation's branding and communication guidelines.
- Monitor accounts regularly to ensure prompt responses and remove inappropriate content.
- Use professional language and tone in all communications.
- Regularly review content for accuracy and relevance.

7. Monitoring and Moderation

The organisation reserves the right to monitor the use of social media where necessary to protect its interests and ensure compliance with this policy. Any content posted on official accounts will be moderated to prevent and address:

- Inappropriate or offensive language.
- False or misleading information.
- Breaches of confidentiality or privacy.

8. Consequences of Policy Violations

Breaches of this policy may result in disciplinary action, including but not limited to:

- Formal warnings.
- Restriction of social media access on behalf of the organisation.
- Dismissal in cases of serious violations, such as sharing confidential information or damaging the organisation's reputation.

9. Crisis Management

In the event of a social media crisis (e.g., public relations issues, complaints, or reputational damage), the following steps must be taken:

1. **Report:** The incident must be reported to senior management immediately.
2. **Assess:** The impact of the issue will be assessed, and a response strategy will be developed.
3. **Respond:** A clear, consistent, and professional response will be crafted, ensuring that the message aligns with the organisation's values.
4. **Review:** The situation will be reviewed to determine any required policy updates or improvements in social media practices.

10. Training

The organisation will provide social media training to all employees and representatives responsible for managing or engaging with social media on behalf of the organisation. This training will cover:

- Appropriate use of social media platforms.
- Best practices for engaging with stakeholders online.
- Legal and ethical guidelines.

11. Review and Updates

This policy will be reviewed annually, or more frequently as needed, to ensure it remains relevant and up to date with technological advancements, legal changes, and best practices in social media management.

12. Policy Approval

This policy has been approved by senior management and will be disseminated to all employees, volunteers, and representatives.
