



Policy Title:	Social Media Policy				
Owner	Sam Best				
Date:	21/03/18	Version	3	CEO/Trustee Approved	13/06/2018
	<p>SWEDA uses social media in its work, and recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. A written policy is therefore required for all staff, volunteers and stakeholders on the acceptable use of social networking at work. SWEDA encourages the responsible use of social media. The purpose of this policy is to set out what SWEDA expects from our employees and volunteers when using social media. It is important to remember that we are all ambassadors for the charity and that social media is never private.</p> <p>This policy is for employees and volunteers and aims to:</p> <ul style="list-style-type: none"> • Give clear guidelines on what employees/volunteers can say about the organisation; • Comply with relevant legislation and protect employees/volunteers; • Help employee/volunteer supervisors manage performance effectively; • Help employees/volunteers draw a line between their private lives and their work/volunteering; • Protect SWEDA against liability for the actions of employees/volunteers; • Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed. <p>1. Policy statement</p> <p>SWEDA recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, blogs and wikis etc. This policy aims to protect individuals volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.</p> <p>Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of work time and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect employees/volunteers to adhere to this policy.</p> <p>2. Who is covered by the Policy?</p> <p>This policy covers volunteers, paid staff, consultants, contractors etc.</p> <p>3. Scope and purpose of the Policy</p> <p>This policy deals with the use of all forms of social media and services including (but not limited to):</p> <ul style="list-style-type: none"> • Popular social networks like Twitter and Facebook • Online review websites like Reevoo and Trustpilot • Sharing and discussion sites 				



- Photographic social networks like Flickr and Instagram
- Question and answer social networks like Quora and Yahoo Answers
- Professional social networks like LinkedIn and Sunzu
- All other internet postings including blogs

It applies to the use of social media both for volunteering/professional and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to volunteers. If a volunteer or employee is found to be in breach of this policy their volunteer supervisor or line manager will address this using the charities disciplinary procedures.

Employees/volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy.

This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

4. Personnel responsible for implementing the Policy

All senior management/volunteer supervisors have a specific responsibility for operating within the boundaries of this policy, ensuring that all employees/volunteers understand the standards of behaviour expected of them and taking action when behaviour falls below this.

All employees/volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Operations Manager.

Any content which raises a safeguarding concern must be reported to the Operations Manager in line with the reporting procedures outlined in SWEDA Safeguarding Policy.

5. Guidelines for responsible use of social media

The following sections of the policy provide volunteers/employees with common-sense guidelines and recommendations for using social media responsibly and safely.

We want you to help protect our business reputation. Employees/volunteers must not post disparaging or defamatory statements about: a SWEDA; b SWEDA staff, our clients, volunteers or members past or present; c suppliers and vendors; and d other affiliates and stakeholders.

Employees/volunteers should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

Employees/volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses, SWEDA, colleagues, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.



SWEDA does not permit tagging of vulnerable adults or anyone under the age of 18. **(Definition of a Vulnerable Adult** – A vulnerable adult is a person who is or may be in need of community care services by reason of mental health issues, disability, illness: and who is or may be unable to take care of him or herself, or unable to protect him or herself against significant harm or exploitation.)

There is no obligation for employees/volunteers to link their personal social media to any SWEDA social media.

Employees/volunteers are not permitted to set up social media accounts for work purposes without prior consultation with their line manager.

If you disclose your affiliation as an employee/volunteer of SWEDA, you must also state that your views do not necessarily represent those of SWEDA in this statement. For example, you could state, “the views in this posting do not necessarily represent the views of SWEDA.” You should also ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your role.

You may only use SWEDA email address if your employee/volunteering role involves using social media on behalf of the organisation.

You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information. Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the Operations Manager for clarification. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held concerning our supporters, staff or volunteers.

Avoid posting comments about sensitive SWEDA related topics, such as our performance. Even if you make it clear that your views do not represent those of our charity, your comments could still damage our reputation.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your line manager.

If you see content in social media that disparages or reflects poorly on SWEDA or our stakeholders, you should report it to the Operations Manager. All employees/volunteers are responsible for protecting our reputation.

The contact details of business contacts made during the course of your employment/volunteering are regarded as our confidential information and as such you will be required to delete all such details from your personal social networking accounts, should you finish volunteering/employment with SWEDA.



Contact details of employees/volunteers are subject to data protection. Staff are not permitted to access or store information on employees/volunteers that would breach data protection.

When using photographs or video images of clients, volunteers or employees on SWEDA social media sites, SWEDA will ensure permission has been sought first by the individual.

6. Personal use of social media in the office environment:

We recognise that employees/volunteers may occasionally desire to use social media for personal activities in the office or by means of our computers, networks and other IT resources and communications systems. We authorise such occasional use during rest breaks so long as it does not involve unprofessional or inappropriate content and does not interfere with your role. You should not use SWEDA IT resources and communications systems for any matter that you wish to be kept private or confidential. If using social media while working/volunteering, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to SWEDA work is also prohibited.

7. Copyright:

SWEDA respects and operates within copyright laws. Users may not use social media to:

- Publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party
- Share content published on another website unless that website has obvious sharing buttons or functions on it
- Share links to illegal copies of music, films, games or other software

8. Monitoring social media use:

Charity IT and internet resources – including computers, smart phones and internet connections – are provided for legitimate business/charity use. SWEDA therefore reserves the right to monitor how social networks are used and accessed through these resources; any such examinations or monitoring will only be carried out by authorised staff.

Additionally, all data relating to social networks written, sent or received through the company's computer systems is part of official SWEDA records. SWEDA can be legally compelled to show that information to law enforcement agencies or other parties.