

Knighton and District Community Centre Social Media Policy

WHO IS COVERED BY THE POLICY

This policy covers all individuals working at all levels and grades, including trustees, committee members, senior managers, officers, directors, staff, consultants, contractors, trainees, homeworkers, part-time and fixed-term staff, casual and agency staff and volunteers (collectively referred to as **staff** in this policy)

POLICY

This policy provides guidance for staff use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services (including paper based / written publications) that permit users to share information with others.

We recognise the importance of the internet and other public media in shaping public thinking about the work of Knighton and District Community Centre and our services, staff, partners and customers. We also recognise the importance of our staff joining in and helping shape the conversation and direction of our work through interaction in social and other media.

This policy does not form part of any contract of employment and it may be amended at any time.

PROCEDURES

The following principles apply to professional use of social media on behalf of Knighton and District Community Centre as well as personal use of social media when referencing the place or work of Knighton and District Community Centre].

- a. Staff need to know and adhere to the Knighton and District Community Centre's Code of Conduct, Employee Handbook, and other Knighton and District Community Centre policies when using social media in reference to Knighton and District Community Centre
- b. Staff should be aware of the effect their actions may have on their images, as well as that of Knighton and District Community Centre's image. The information that staff post or publish may be public information for a long time.
- c. Staff should be aware that Knighton and District Community Centre may observe content and information made available by staff through social media. Staff should use their best judgment in posting material that is neither inappropriate nor harmful to Knighton and District Community Centre, its staff, or customers.
- d. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- e. Staff are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, staff should check with the designated committee member or officer.
- f. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

- g. Any member of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform the Chair Person or their supervisor.
- h. Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Chair Person or your supervisor.
- i. Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- j. It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.
- k. Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- l. When making use of any social media platform for work purposes, you must read and comply with its terms of use.
- m. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- n. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Staff should refer these inquiries to authorized Knighton and District Community Centre spokespersons (usually the Chairperson).
- o. If staff find or encounter a situation while using social media that threatens to become antagonistic, staff should disengage from the dialogue in a polite manner and seek the advice of the designated committee member or officer.
- p. Staff should get appropriate permission before you refer to or post images of current or former staff, members, vendors or suppliers. Additionally, staff should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- q. Social media use shouldn't interfere with the staff responsibilities at Knighton and District Community Centre. Knighton and District Community Centre's computer systems are to be used for business purposes only. When using Knighton and District Community Centre's computer systems, use of social media for business purposes is allowed but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- r. Subject to applicable law, after-hours online activity that violates the Knighton and District Community Centre's Code of Conduct or any other Knighton and District Community Centre policy may subject an employee to disciplinary action or termination.
- s. If staff publish content after-hours that involves work or subjects associated with Knighton and District Community Centre, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent Knighton and District Community Centre's positions, strategies or opinions."

- t. It is highly recommended that staff keep Knighton and District Community Centre related social media accounts separate from personal accounts, if practical.
- u. Don't discuss colleagues, competitors, customers or suppliers without their prior approval.
- v. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- w. Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- x. Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.
- y. Activity on social media websites during office hours should complement and/or support your role and should be used in moderation.
- z. If you notice any content posted on social media about us (whether complementary or critical) please report it to The Chair Person or your supervisor

Questions regarding the content or application of this policy should be directed to the Chair Person of the Management Committee or your supervisor.

January 2016