



Social Media Policy



Policy

Social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data. It includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video and image-sharing, YouTube and Flickr.

This policy provides guidance for employee and volunteer 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 that permit users to share information with others in a similar manner.

The following principles apply to professional use of social media on behalf of Evergreen Care Bexley as well as personal use of social media when referencing the organisation

- Personnel need to know and adhere to the organisation's Employee Handbook, and other policies when using social media in relation to Evergreen Care Bexley.
- Personnel should be aware of the effect their actions may have on their images, as well as the organisation's image. The information that personnel post or publish may be public information for a long time.
- Personnel should be aware that Evergreen Care Bexley may observe content and information made available by employees and volunteers through social media. Personnel should use their best judgment in posting material that is neither inappropriate nor harmful to the organisation, its staff or service users.
- Although not an exclusive list, some specific examples of prohibited social media conduct include reproducing negative press articles, posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that could create a hostile work environment or bring the organisation into disrepute.
- Personnel 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, they should check with their Line Manager.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Personnel should refer these inquiries to the Chief Executive.
- If personnel encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Personnel should get appropriate permission before they refer to or post images of current or former employees, members, or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property. Third party articles cannot be claimed as our own however can be shared, identifying the source of the information.
- Social media use shouldn't interfere with employee's / volunteer's responsibilities at Evergreen Care Bexley. The computer systems are to be used for business purposes only. When using Evergreen Care Bexley's computer systems, use of social media for business purposes is allowed (e.g. Facebook, Twitter, Evergreen Care Bexley blogs, Street Life, Google+ and LinkedIn), but personal use of social media networks or personal blogging is not allowed and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates the Employee Handbook or any other Evergreen Care Bexley policy may subject personnel to disciplinary action or termination.
- If employees / volunteers publish content after-hours that involves work or subjects associated with the organisation, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent Evergreen Care Bexley's positions, strategies or opinions."
- It is highly recommended that personnel keep Evergreen Care Bexley's related social media accounts separate from personal accounts, if practical. Personnel sharing information related to the organisation must ensure their personal social media accounts do not contain offensive or inappropriate material.

DATE APPROVED: 27TH MARCH 2017

DATE OF REVIEW: MARCH 2018