



Social Media Policy Template

[ORGANISATION NAME] and its subsidiaries realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, MySpace or Twitter. However, we are also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our confidentiality policy or offend anyone when using these services.

General Information

The following policy has been designed to give staff clear guidelines as to what [ORGANISATION NAME] expect of them when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

Guidance for Personal Use

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that (a) you are not happy them to have access to; and (b) which would undermine your position as a professional, trusted and responsible person.

As a basic rule, if you are not happy for others you work with to see particular comments, media or information simply do not post it in a public forum online. When using social media sites, staff members should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile. In most situations you should **not** accept friend requests on your personal profile from 'clients' you work with (This includes young people, parents, etc).
- Ensuring personal blogs have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of [ORGANISATION NAME]. Make your writing clear that you are speaking for yourself and not on behalf of [ORGANISATION NAME].
- Ensuring information published on the Internet complies with [ORGANISATION NAME] confidentiality and data protection policies. Breach of confidentiality will result in disciplinary action and may result in termination of your contract.
- Ensuring you are always respectful towards:
 - [ORGANISATION NAME]
 - Other Staff Members
 - Parents and Families (including children and other relatives)
 - Other Agencies and Partners



Staff should be aware that any disrespectful comments to the above might be seen as libellous and could result in disciplinary action or termination of your contract.

- [ORGANISATION NAME] logos and trademarks may not be used without written consent.
- At all times, in or out of working hours, you are an ambassador for [ORGANISATION NAME]. Be aware that your actions captured via images, posts or comments online can reflect on the [ORGANISATION].

Use of Official Accounts

[ORGANISATION NAME] and its subsidiaries operate a number of accounts on social media websites for the promotion of activities and events, and as a communication method. The following outlines the limits of their use.

- An official account on any social media website may only be set-up with written consent from a line-manager.
- Only authorised staff may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with [ORGANISATION NAME] confidentiality and data protection policies.
- Parents or children should not be referenced online without their express consent. This includes all photos, videos and other media.
- Copyright laws must be respected, with references or sources cited appropriately.
- Any employee who becomes aware of social networking activity that would be deemed distasteful should make their manager aware as soon as possible.

All staff using official accounts must adhere to the above guidelines; breach of this policy may result in disciplinary action or termination of your contract.

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For more information on this document, please visit www.jonjolly.com/social-media-policy