



THE PLACE

SOCIAL MEDIA POLICY

Policy brief and purpose

Our social media policy provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether you're handling a charity account or using one of your own, you should avoid damaging our organisation in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

Scope

We expect all our employees to follow this policy.

By "social media", we refer to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook and Twitter.

This policy is built around two different elements: one, using social media at work and two, representing our company through social media.

Policy elements

Using personal social media

Staff members are allowed to have their mobile phones on them but for emergency contact only, unless they are researching something relating to their work or project. It is important that a good work example is set to our young people in that they shouldn't be using their mobile phones in a working environment.

We ask that you be careful when posting on social media. We can't restrict what you post, but we expect you to adhere to our confidentiality policies at all times. We also caution you to avoid posting something that might make collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong to).

We advise our employees to:

- **Ensure others know that your personal account or statements do not represent our company.** You shouldn't state or imply that your personal opinions and content are authorised or endorsed by our charity. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.
- **Avoid any defamatory, offensive or derogatory content.** It may be considered as a violation of our charity's safeguarding policies if directed at colleagues, young people or partners.

Representing our company

Some employees represent our company by handling social media accounts or speak on our charity's behalf. When you are using one of our accounts, we expect you to act carefully and responsibly to protect our charity's image and reputation. You should:

- **Be respectful, polite and patient,** when engaging in conversations on the charity's behalf. You should be extra careful when making declarations or promises towards young people and partners.
- **Follow our confidentiality and data protection policies** and observe laws on copyright, trademarks, plagiarism and fair use.
- **Never post discriminatory or offensive** content and commentary.
- **Correct or remove** any misleading or false content.

Disciplinary Consequences

We will monitor all social media postings on our charity's account.

We may have to take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media during working hours.
- Disclosing confidential information through accounts.
- Directing offensive comments towards other members of the online community.

If you violate this policy inadvertently, you may receive a reprimand. We expect you to comply after that, or stricter disciplinary actions will apply.

All workers must read this policy thoroughly and sign to ensure that they understand the clear rules and guidelines regarding social media at work.

Signed by all workers: