

Social Media Policy

1. Introduction

Social media has become extremely popular, and Weeke Community Centre recognises that it has become a part of our work and social lives, and acknowledges the benefits that the use of social media can have through the ability to communicate quickly to a wider and more diverse audience.

Social media refers to the various internet-based communication sites, methods and tools, including Facebook, Twitter, LinkedIn, etc, and the ever-growing range of these. Social media use is subject to the same rules of Weeke Community Centre as relate to the use of email and the internet. They should be used sensitively and responsibly in dealings with and concerning staff, volunteers, clients, suppliers and Weeke Community Centre-related business and issues, both at and outside working hours. This applies whether sent or posted on Company systems or private social media accounts. In particular the following are strictly forbidden:

- any message that could constitute discrimination, victimisation, bullying or harassment or considered to be personally offensive to the recipient(s), including but not limited to a protected characteristic as defined under the 2010 Equality Act (i.e. age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation);
- any message that refers detrimentally to other colleagues, clients, suppliers or other individuals or organisations who could be considered as having a connection with the business; and
- Any message that refers or could be construed to refer detrimentally and untruthfully or inaccurately to Weeke Community Centre or an associated organisation's operations and business.

For the avoidance of doubt, any reference to posting in this document includes any comment made by a social media user, or any re-post, reply, picture, meme, or any other statement however constructed in whatever form.

2. Guidelines for Using Social Media

- When you talk about Weeke Community Centre on social media, you should disclose that you work for Weeke Community Centre and in what capacity. If you mention Weeke Community Centre in postings, ensure that you make it clear that the views posted are your own and not necessarily those of the organisation. Where you associate yourself with Weeke Community Centre, you are expected to act in a manner which does not bring the organisation into disrepute.
- You must ensure that all communications respect our wider policies, including our Equality and Diversity Policy and our shared values.
- Make sure you understand the privacy settings on your profile before you start publishing, and check for updates to these regularly.
- Share account login details, the account remains the property of Weeke Community Centre.
- Remember that you are personally responsible for the content you publish on the internet. You control what you share on social networks, so use common sense, and consider your content carefully.
- Respect your audience, treat people respectfully, and don't engage in any conduct that would not be acceptable in the workplace.
- Weeke Community Centre does not use social media to convey political views. Employees should be mindful of signing up to campaigns on social media; if in doubt you should check and seek authorisation from Trustees before posting.
- Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory. Do not post or publish any sensitive or confidential information.
- Respect copyright. Remember to validate the copyright before you post any information that was not created by you. If you refer to information on other blogs, the common way of showing respect is by linking to the original post.

3. Breaches of this policy

Weeke Community Centre will consider failure to follow this policy and any breaches of it as potentially serious and it will be dealt with under the provisions of the Disciplinary Policy and Procedure. Any breaches found to be upheld following a disciplinary investigation could result in action being taken against the individual(s) involved up to and including summary dismissal. Any breach which is found to be criminal, whether by design, intent or accidentally, will be subject to criminal proceedings and immediate dismissal.

Should Weeke Community Centre be found liable because of the act of an

employee(s), it reserves the right to claim compensation from the individual(s) involved.

Employees who feel that they have cause for complaint as a result of social media should raise the matter with their manager in the first instance. If necessary, the complaint can be raised through the Weeke Community Centre's Grievance Procedure.

Date Policy Adopted: May 2019

Next review date: May 2021