

## POLICIES AND PROCEDURES

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### Social Media Policy

Author	Susan Bradley
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Cross Reference	Aspired Futures Staff Handbook, Anti Bullying Policy, Equal Opportunities Policy

#### Purpose of this document

Aspired Futures (AF) recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media. The internet and social media websites can be a very useful business tool.

At the same time it is important to recognise that the internet and social media may pose risks to our confidential and proprietary information, and reputation, and can jeopardise our compliance with legal obligations.

This policy relates to the sharing of information on sites, including but not limited to Facebook, Twitter, LinkedIn, blogs and wikis.

#### Details of Policy

##### **Trustees, staff and volunteers personal use of social media**

- It is expected that all staff will use social media in a way that compliments their role within AF and does not do anything that may jeopardise our valuable trade secrets, confidential information or intellectual property, or brings AF into disrepute or affect relations with colleagues or customers.
- To minimise risks and to avoid loss of productivity our IT resources and our communications systems are only to be used for appropriate business purposes.
- This policy applies to the use of social media for both business and personal purposes, whether during office hours or otherwise, regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.
- It is critical that all trustees, staff and volunteers are aware that they categorically must not upload any photographs of children/young people who are placed within Looked After Care on any social networking sites including the AF sites/Facebook page.
- Trustees, staff and volunteers are to ensure that they do not bring AF into disrepute by making inappropriate comments in their personal blogs / social networking accounts
- Trustees, staff and volunteers are not add to any service user or their family supported by AF as a Facebook/social network friend.
- Trustees, staff and volunteers are not to use the AF logo or corporate identity materials on personal websites, blogs or social networking accounts.

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- Where you are asked to speak on behalf of AF or where you are unsure whether a communication would breach any of your obligations, you should seek guidance and approval where necessary from the Director of Services.
- Remember, you are representing AF and as such all activities and use of social media should be professional and in accordance with our policies and procedures including our Anti Bullying policy and Equal Opportunities Policy.
- Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.
- Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.
- All new trustees, staff and volunteers read this policy as part of their induction and all volunteers and children are requested to sign the Social Networking Code of Conduct (Appendix 1)
- In the case of E-safety, we ensure that Trustees, staff and volunteers read and follow the E-safety – Social Media Guidance held in the main Safeguarding file in the Aspired Futures main office or on PAN Lancashire website ([http://panlancashirescb.proceduresonline.com/pdfs/social\\_media\\_guidance.pdf](http://panlancashirescb.proceduresonline.com/pdfs/social_media_guidance.pdf))

### Previous links on social networks

- AF recognises that in the community it serves, families, volunteers, trustees and staff may have been friends or acquaintances prior to their involvement with AF. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service boundaries and to protect the reputation of AF and the confidentiality of those we work with.
- Where staff, volunteers or families have existing Facebook/social networking friendships with others connected with AF, these may be maintained, but they should not at any time discuss or comment on any operational or confidential matters on the network, this could lead to disciplinary action.

### Monitoring of Social Media Use

- AF reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.



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## Appendix 1

### Social Networking Code of Conduct

At Aspired Futures we understand the importance of social networking and interacting with your friends and colleagues. We would like you to be considerate of the following when you are communicating whether this is verbal, texting or networking.

- Pause before you post. Is your post hurtful or embarrassing? Could it offend or upset someone.
- If you feel unhappy or something has happened during the session please discuss this with a member of staff. Posting comments or discussing it online can be misinterpreted and could have repercussions on Aspired Futures or other members of the team.
- Under the Data Protection Law all discussions that have happened at group or whilst in transportation are confidential and are not to be discussed or posted online or via text.
- Please report any inappropriate behaviour or risky situations immediately to the Programme Manager. This can happen outside of Aspired Futures premises if you feel upset by a text, social networking or in person please let a member of staff know.
- Bullying will not be accepted. This includes bullying using technology like chat rooms or texting.
- If you do form a relationship in Aspired Futures, we ask that you respect each other and the other CYP's by socialising and interacting outside of Aspired Futures and to be appropriate when social networking.
- Show appropriate respect to Aspired Futures, you are our Ambassadors.

Name \_\_\_\_\_ Date: \_\_\_\_\_

Signed: \_\_\_\_\_

Service and Volunteer Manager \_\_\_\_\_ Aine Frith