

GAMESLEY COMMUNITY GROUP
("GCG")
Social Media Policy
Date:

1. Introduction

- 1.1 This Social Media Policy applies to all employees, contractors, and agents of the GCG and volunteers who use the communications, email, and internet facilities (collectively, "the GCG's Internet and Communication Facilities") provided by the GCG ("Users").
- 1.2 The GCG's Internet and Communication Facilities include:
 - 1.2.1 Telephone.
 - 1.2.2 Fax.
 - 1.2.3 Email.
 - 1.2.4 Internet.
 - 1.2.5 Intranet.
 - 1.2.6 And other similar communication provided.
- 1.3 This Policy exists to address the use by Users of all types of social network and social media platforms including, but not limited to, Facebook, Twitter, LinkedIn, Pinterest, Tumblr, Instagram, YouTube (collectively, "Social Media").
- 1.4 The purpose of this Policy is to minimise the various risks to the GCG presented by Social Media usage.
- 1.5 In addition to this Policy, Users must also comply with other GCG Policies including the GCG's Data Protection Policy, Equal Opportunities and Diversity Policy, and Harassment and Bullying Policy etc.

2. General Principles

There are certain general principles that all Users should keep in mind when using Social Media, whether for personal use or for authorised work-related purposes. All Users must:

- 2.1 Use Social Media responsibly and professionally, and at all times in accordance with their duties.
- 2.2 Be mindful of what constitutes confidential, restricted, or other proprietary information and ensure that such information is never disseminated over Social Media without express authority;
- 2.3 Be mindful of what constitutes personal data and ensure that personal data relating to colleagues, customers or other persons is never disseminated over

Social Media unless it is used in accordance with the GCG's Data Protection Policy and with express authority;

- 2.4 Ensure that their use of Social Media does not breach any other of the GCG's policies including, but not limited to, its Data Protection Policy, Equal Opportunities and Diversity Policy, and Harassment and Bullying Policy etc;
- 2.5 Ensure that their use of Social Media does not breach any other laws, regulatory requirements, or other applicable rules set out by regulatory bodies and other organisations;
- 2.6 Ensure that they do not breach any copyright or other intellectual property rights when using Social Media;
- 2.7 Be mindful of the fact that any communication may be relied upon in court, to the advantage or detriment of the individual or the GCG and conduct their use of Social Media accordingly.
- 2.8 The viewing, transmission, downloading, uploading, or accessing in any way, whether through Social Media or otherwise, of any of the following material using the GCG's Internet and Communication Facilities will amount to gross misconduct with the possibility of summary dismissal:
 - 2.8.1 Material which is pornographic, sexist, racist, homophobic, or any other discriminatory or otherwise obscene or offensive material;
 - 2.8.2 Illegal or criminal material, including material which breaches copyright or any other intellectual property right;
 - 2.8.3 Any material which has the object or effect of causing harassment to the recipient;
 - 2.8.4 Material which the User knows, or reasonably ought to know, is confidential, restricted, or otherwise proprietary information and which they are not authorised to deal with;
 - 2.8.5 Any website (Social Media or otherwise) which the GCG has blocked access to.

3. Personal Social Media Use

Users may use Social Media for personal purposes at break times during work hours on or via the GCG's Internet and Communication Facilities or on computers, mobile devices, or other communications equipment belonging to themselves, whether via the GCG network or otherwise.

4. Business Social Media Use

- 4.1 Certain Users may from time to time be required to use Social Media on behalf of the GCG. Users should only do so with the authorisation of their manager, in accordance with this Policy.
- 4.2 Use of Social Media for business purposes must comply with the provisions of

this Policy at all times.

- 4.3 Users using Social Media on behalf of the GCG may from time to time be required to interact with other internet users via Social Media, for example, in response to posts or enquiries regarding the GCG. Unless the instructions issued to that User (see paragraph 4.1) specifically authorise the User to respond without further approval, the User may not respond to any such communications without the prior approval of their manager. In any event, no User using Social Media on behalf of the GCG should respond to such communications, with or without prior approval, without first consulting the relevant individual and/or department unless they are fully knowledgeable of the relevant topic and suitably qualified to respond.
- 4.4 Social Media contacts made during the course of business are to be treated as confidential information belonging to the GCG.
- 4.5 Before using Social Media on behalf of the GCG, Users may require training in order to do so, or may be required to demonstrate that they have already received suitable training, either from the GCG or from a previous employer or other organisation.]

5. Acceptable Use of Social Media

- 5.1 If a User makes any posting, contribution, or creation or publishes any other content which identifies or could identify the User as an employee, contractor, agent, or other member or associate of the GCG, or in which the User discusses their work or experiences relating to the GCG, the User must at all times ensure that their conduct is appropriate and consistent with their contract of employment and the corporate image of the GCG, and should bear in mind that the User owes a duty of fidelity to the GCG.
- 5.2 Unless specifically instructed to do so by their manager, Users should make it clear that they are posting on Social Media as themselves, not as the GCG, and that all opinions and ideas expressed on Social Media by that User are those of the User and do not necessarily reflect the views of the GCG.
- 5.3 Unless using Social Media on behalf of the GCG, Users should not use any Social Media accounts belonging to (or otherwise associated with) the GCG.
- 5.4 GCG email addresses may not be used except to sign up to Social Media websites for work-related purposes, however Users should be aware that their GCG email address will cease to function should they cease to work for or with the GCG and may result in the Social Media account(s) in question being inaccessible].
- 5.5 Users should always be respectful to others when using Social Media and should always be mindful of the fact that their association with the GCG may be known to anyone at any time. The conduct of all Users on Social Media may reflect on the GCG, whether positive or negative. This applies whether a User is using Social Media for business purposes or for personal purposes, whether during workings hours or otherwise.

- 5.6 If a User is unsure as to the appropriateness of a posting or other content they wish to publish, they should speak to their manager at the earliest opportunity to seek clarification.

6. Unacceptable and Prohibited Use of Social Media

- 6.1 Users must refrain from doing anything on Social Media or any other websites that defames, disparages, or otherwise brings into disrepute, the GCG, a User's superiors, a User's colleagues, or other related third parties. This includes, but is not limited to, making false or misleading statements and impersonating colleagues or third parties.
- 6.2 Users must ensure that their use of Social Media does not damage the GCG, its interests, or its reputation, whether directly or indirectly, in any way.
- 6.3 As under paragraph 5.2, unless specifically instructed to do so, Users must not represent themselves on Social Media as the GCG or as posting on behalf of the GCG.
- 6.4 Users may not share the following on Social Media unless specifically authorised to do so by their manager:
 - 6.4.1 Confidential information;
 - 6.4.2 Commercially sensitive or other proprietary business information belonging to or about the GCG or any of its employees, contractors, agents, or other affiliated third parties and organisations;
 - 6.4.3 Personal data relating to the individual, colleagues, customers, beneficiaries, clients etc.
- 6.5 Users may not use any intellectual property belonging to the GCG on Social Media (including, but not limited to, trade marks and logos) unless specifically authorised to do so by their manager.
- 6.6 Users may not add contacts made during the course of their duties to their personal Social Media accounts without the authorisation of their manager and without the express consent of the individuals involved.

7. Monitoring

- 7.1 To the extent permitted or required by law, the GCG may monitor Users' use of the GCG's Internet and Communications Facilities (including, but not limited to, Social Media use) for its legitimate business purposes which include (but are not necessarily limited to):
 - 7.1.1 Ensuring that GCG policies and guidelines are followed, and standards of service are maintained;
 - 7.1.2 Complying with any legal obligation;
 - 7.1.3 Investigating and preventing the unauthorised use of the GCG's Internet and Communications Facilities and maintaining security;

- 7.1.4 Investigating the suspected viewing or sending by Users of offensive or illegal material (or material that is otherwise in violation of this Policy);
- 7.1.5 Investigating a User suspected of spending an excessive amount of time using the GCG's Internet and Communications Facilities for personal purposes.
- 7.2 Users should be aware that all internet traffic data sent and received using the GCG's Internet and Communications Facilities (including, but not limited to Social Media use) is logged, including websites visited, times of visits, and duration of visits. Any personal use of the internet will necessarily therefore be logged also. Users who wish to avoid the possibility of the GCG becoming aware of any political or religious beliefs or affiliations should avoid visiting websites at work which might reveal such affiliations. By using the GCG's Internet and Communications Facilities for personal use, Users are taken to consent to personal communications being logged and monitored by the GCG. The GCG shall ensure that any monitoring of Users' use of the GCG's Internet and Communications Facilities complies with all relevant legislation including, but not limited to, the UK GDPR and the Human Rights Act 1998 and all relevant GCG policies and instructions.

8. Recruitment

The GCG may use internet searches to carry out due diligence as part of its recruitment process. In these circumstances, the GCG will act in accordance with its equal opportunities and data protection obligations.

9. Misuse and Compliance

- 9.1 Any User found to be misusing the GCG's Internet and Communications Facilities (including, but not limited to, Social Media use) will be treated in line with the GCG's Disciplinary Policy and Procedure. Misuse of the internet can, in some cases, amount to a criminal offence.
- 9.2 Where any evidence of misuse of the GCG's Internet and Communications Facilities (including, but not limited to Social Media use) is found, the GCG may undertake an investigation into the misuse in accordance with the GCG's Disciplinary Policy and Procedure. If criminal activity is suspected or found, the GCG may hand over relevant information to the police in connection with a criminal investigation.

This Policy has been approved & authorised by the board on the day of 2024:

Review Date:

