

Social Media Policy

The Organisation operates a social media policy to govern the use of this media within the Club. The policy covers profile pages and other resources maintained by employees on networking sites including, but not limited to, Facebook, Twitter and LinkedIn, as well as blogs, forums, message boards, review sites and online polls.

Social media can be a distracting technology which causes a negative effect on the productivity of employees working for the Organisation. However, it can also be an engaging platform that enables the Organisation to build new relationships with new and existing customers.

This policy sets out how employees must behave when using the Organisation's social media platforms and governs how employees should refer to and promote the Organisation on their own personal accounts.

Policy aims

The Organisation's social media use policy is applied in conjunction with the Organisation's Internet and Email Use Policy. This policy applies to all employees, contractors and volunteers who use social media either for personal or professional reasons.

It is important that employees using social media in the workplace use it in a way which does not adversely affect the Organisation's reputation.

Social media can involve communication between job applicants and employees and is an avenue for the Organisation to promote and control their reputation. Social media may blur the boundaries between what is home and work. Access is often public, even amongst a limited group of connected accounts, and comments are often permanent.

Employees should be honest and respectful when using social media. Everything posted on social media may be tracked back to the source so employees must ensure content posted on social media accounts, both in a work and personal capacity, fits with the Organisation ethos, corporate social responsibility (CSR) and marketing brands.

Terms of use

Social media usage for work purposes is controlled by Jill Coathup. Approval will be granted by where use is required for your job role.

Social media usage for personal reasons does not need approval by the Organisation.

When using social media, either in a personal or work capacity, during or outside working hours, post on social media must not:

- compromise the Organisation
- disclose confidential or sensitive data
- damage the Organisation's reputation or brand
- breach copyright or data protection
- contain libel or defamatory content
- engage in bullying or harassment

- be of illegal, sexual or offensive content
- interfere with your work commitments
- use the name of the Organisation to promote products or political opinions.

Social media content attributable to you which breaches the terms of this policy, or the other related policies, may result in an investigation and disciplinary action under the Organisation's disciplinary policy.

Social media and recruitment

Recruitment processes are increasingly utilising social media as a method of engaging job-seekers. Due to the increasing amount of content posted online, viewing candidate's social media profiles is a quick and effective way of checking details contained in a CV or getting an idea of the personality of the candidate.

The Organisation permits reviewing the social media profiles of candidates for recruitment purposes. This review must be carried out in accordance with the Organisation's policies and code of conduct. The recruiter must make a copy of any information obtained and provide this to Rachel Dancy to be kept as evidence of the search.

Accessing of the candidate's profile page may be disclosed to the candidate during the recruitment process. Where information is discovered that makes the candidate unsuitable for the position, the candidate will be notified and they will be entitled to make representations about the information and their unsuitability.

Business contacts

Details of business contacts obtained during the course of an employee's employment are considered confidential information and remain the property of the Organisation. Business contact details includes the contacts records in computer software installed on an employee's computer as well as maintained in third party websites including social media.

Business contacts may not be added to personal social media accounts during the course of your employment. If any are, these must be removed upon termination of an employee's employment.

Business contacts may be added to corporate social media accounts. A separate record of business contacts on social media should be maintained within the Organisation, updated as and when the contacts are added.

Policy enforcement

Using social media to refer to or notify business or personal contacts of an employee's new employer will be seen as an attempt to solicit customers or poach staff and may result in civil proceedings being brought against the individual.

Using social media in a way which breaches this policy will result in such content being removed from corporate accounts and the employee's authorisation to use corporate social media accounts on behalf of the Organisation being suspended and removed. Such content may be damaging to the Organisation or employees and may lead to disciplinary action under the Organisation's disciplinary policy, which may be serious or gross misconduct.

The Organisation reserves the right to check the social media accounts of employees to ensure compliance with Club policies.

