



VALEWAYS

Social Media Policy

Adopted June 2020
Revised July 2021
Reviewed July 2023

Purpose of policy

This policy is intended to help volunteers and employees of Valeways make appropriate decisions about the use of social media such as but not limited to Twitter, Facebook, Instagram and LinkedIn. Other social media includes but is not exclusive to blogs, video, picture blogging and audio.

This policy outlines the standards Valeways requires staff to observe when using social media, the circumstances in which Valeways will monitor your use of social media and the action that will be taken in respect of breaches of this policy. The principles of this policy apply to use of social media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as well as work and/or personal smartphones etc.

1. Who is covered by the policy?

This policy covers all individuals including trustees, volunteers and employees.

2. Why use social media

Social media enables us to connect with the wider community and stakeholders, disseminate information and to seek feedback on key services.

3. Responsibility for implementation of the policy

The Trustees have overall responsibility for the effective operation of this policy.

All individuals are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the relevant Administrator in the first instance.

Questions regarding the content or application of this policy should be directed to a Trustee.

4. Using Valeways social media

Only those authorised by a Trustees are permitted to post material on a social media platform in the Valeways' name and behalf.

Approved social media websites for Valeways include but is not limited to Facebook, Twitter and Instagram.

Before using Valeways related social media you must:

- have read and understood this policy and
- have sought and gained prior written approval to do so from a Trustees or another officer with delegated responsibility.

5. Personal use of social media (employees only)

Personal use of social media in the workplace is permitted, subject to certain conditions, as detailed below. It must not be abused or overused and Valeways reserves the right to withdraw permission at any time.

The following conditions must be met for personal use to continue:

- use must be minimal and take place substantially outside of normal working hours, for example, breaks, lunchtime
- use must not interfere with business or office commitments
- use must comply with Valeways policies.

You are also personally responsible for what you communicate on personal social media sites, for example at home, in your own time, using your own equipment. You must always be mindful of your contributions and what you disclose about Valeways. For further details, see Point 6, 'General rules for social media use' below.

6. General rules for social media use

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules. The same rules would also apply when using social media outside of work:

- Do not post or forward a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.
- A member of staff, trustee or volunteer who feels that they have been harassed or bullied, or are offended by material posted by a colleague onto a social media website should inform a Trustees.

- Never disclose sensitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the relevant Administrator beforehand.
- Do not post material in breach of copyright or other intellectual property rights.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of Valeways.
- You are personally responsible for content you publish – be aware that it will be public for many years.
- When using social media for personal use, use a disclaimer, for example: 'The views expressed are my own and don't reflect the views of my employer'. Be aware though that even if you make it clear that your views on such topics do not represent those of the organisation, your comments could still damage our reputation.
- You should avoid social media communications that might be misconstrued in a way that could damage Valeways even indirectly.
- Do not post anything that your colleagues or our members, stakeholders, partners, donors or suppliers would find offensive, insulting, obscene and/or discriminatory.
- Do not post anything which may be considered to represent a political view.
- If you have disclosed your affiliation as an employee of Valeways you must ensure that your profile and any content you post are consistent with the professional image you present to colleagues, members and stakeholders.

7. Monitoring use of social media

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the charity.

If you notice any use of social media by other members of staff in breach of this policy, please report it to the relevant Administrator.

Where it is believed that a volunteer or employee has failed to comply with this policy, they will be removed from the Valeways social media team.

Policy Review

The Trustees have a responsibility to review this policy every two years.

Copies of all other Valeways policies are available on request.