

IntaGR8 Social Media

This policy sets out the rules of IntaGR8 and guidance in relation to employees and volunteers use of social networking websites.

Definitions

The term social media refers to social networking websites that allow people to exchange information, ideas and opinions and to build online communities or networks. It includes:

- Social networking sites, such as Facebook, LinkedIn, Twitter and MySpace;
- Blogs; snapchats
- Audio and video podcasts;
- 'wikis', such as Wikipedia;
- Message boards;
- Social bookmarking;
- Photo, document and video sharing websites, such as Flickr and YouTube;
- Miniblogs, such as Twitter.

Social media websites are fast growing and ever changing. The list above refers to some well known examples of social media but is not exhaustive. This policy relates to all forms of social media.

General Responsibilities

- IntaGR8 understands and accepts that many employees and volunteers engage in social networking activities. However, it is IntaGR8's responsibility to ensure that its employees' use of social media does not damage its reputation or result in the disclosure of confidential information. IntaGR8 also has a responsibility to protect its employees and volunteers from cyber-bullying (harassment caused by another employee's/volunteers use of social media) and discrimination.
- Employees and volunteers are responsible for knowing and understanding this policy. When accessing social media websites, they must be aware that anything posted online is in the public domain and can remain so indefinitely. If IntaGR8 is identified, or any negative comments about IntaGR8, individuals or other organisations may be attributed to IntaGR8. As a result, IntaGR8 risks damage to its reputation and claims for liability. IntaGR8 may also be held liable for breaches of confidentiality and privacy, which are damaging to individuals and organisations.
- It is the responsibility of everyone to treat others with dignity and respect. This requirement, as set out in IntaGR8's Equality and Diversity Policy, applies to social networking. Abusive postings about colleagues and others are likely to amount to bullying and, where they relate to a protected characteristic (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation) may also amount to discrimination, for which IntaGR8, as well as the employee, may be held liable.

Compliance

Compliance with this policy is mandatory and forms part of the Terms and conditions of Employment. Use of social media, which is in breach of this policy, will be treated as misconduct and dealt with under IntaGR8's Disciplinary Procedure. Serious cases will be treated as gross misconduct and may lead to dismissal.

Use of Social Media at work

- Where there is a genuine business case for access and the employee has obtained prior authorisation from their Line Manager; and
- For personal use, subject to the limitations below.
- For company advertising/marketing
- IntaGR8 page updates and information FB

Personal use is limited to before and after normal working hours and during official breaks, as denoted on the employee's timesheet.

Employees may use their own computer facilities to access social networking sites while they are at work but only during their non-working hours i.e. before and after normal working hours and during official breaks.

All employees who access social networking websites, whether using IntaGR8's or their own facilities, must comply with the rules as set out in this policy.

Use of social medial outside of work

IntaGR8 acknowledges the popularity of social media and the right that employees have to engage in social networking activities outside of work. However, in order to fulfil its own responsibilities for protecting its reputation, its employees and confidential information, IntaGR8 requires employees to comply with the rules as set out in the policy.

Rules

When using social networking sites, employees and volunteers are required to comply with the following rules.

Employees and volunteers must not:

- Identify themselves as working for IntaGR8, or use IntaGR8's logo, unless authorised to do so by a line manager or director.
- Express personal views about IntaGR8, its employees, its clients or any other individual or organisation that could be seen as offensive or defamatory;
- Comment on IntaGR8s position on any issue (including but not limited to its strategies, policies, plans, processes, history, appointments, finances, acquisitions, recruitment, pay and benefits);
- Disclose confidential information. Employees and volunteers are required to comply with IntaGR8's Data Protection Policy in relation to confidential information, which may include but is not limited to personal information about individuals, client details, financial and commercially sensitive information about IntaGR8 or its clients and future business plans. Confidential information can include photos and videos; (Where permission is not granted)
- Breach copyright, for example by using intellectual property (text or images) belonging to another person or organisation without their consent or and/or without acknowledgement.
- Post any text or image in relation to any other individual that could be perceived as discrimination, bullying, harassment or victimisation. Employees and volunteers are required to comply with IntaGR8's Equality and Diversity Policy in relation to all postings on social media websites.

Employees and volunteers must;

- Take all necessary steps to avoid identity theft, for example by not revealing their address, bank details or passport number;
- Alert their line manager if they become aware of any breach of this policy.

Monitoring the use of IntaGR8 facilities

IntaGR8 reserves the right to monitor employees and volunteers' use of its facilities to access social networking websites.

Prepared by R Raper	Policy social media
Dated: Sept 2015	Last Reviewed: NA
Review: Board of Directors	Next Review: Sept 2016
Policy agreed by directors sept 2015	