

## SOCIAL MEDIA POLICY FOR TRUSTEES, STAFF and OTHER VOLUNTEERS

General Władysław Sikorski Memorial House Polish Social & Educational Society in Glasgow (“the Society”) uses social media in its work and recognizes that those who are involved in its work may also use social media either as part of their role or in their private lives. A written policy is therefore required for all Trustees, staff, and other volunteers on the acceptable use of social networking.

**The Society** encourages the responsible use of social media. The purpose of this policy is to set out what the Society expects from its Trustees and Staff and other volunteers (“OVs”) when using social media. It is important to remember that we are all ambassadors for the charity and that social media are never private.

This policy is solely for Trustees and Staff and OVs and aims to:

- give clear guidelines on what Trustees and Staff and OVs can say about the Society;
- comply with relevant legislation and protect Trustees and Staff and OVs;
- help Trustees and Staff to manage their responsibilities effectively;
- help Trustees and Staff and OVs to draw a line between their private lives and their work for the Society;
- protect the Society against liability for the actions of its Trustees and Staff and OVs;
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

### 1. Policy statement:

1.1 The Society recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to its work or purpose using a wide variety of social media, such as *Facebook*, *Twitter*, *blogs* and *wiki*, etc<sup>1</sup>. This policy aims to protect individuals working for the Society in any role and to encourage them to take responsibility for what they write or post and to exercise good judgment with regard to the shared values of Scottish society and the tenets of the Society itself. (See 2.1)

1.2 Inappropriate use of social media can pose risks to the Society’s confidential and proprietary information and reputation, and can jeopardise our compliance with legal and ethical obligations. To minimise these risks, to avoid loss of work time, and to ensure that the Society’s resources and communications systems are used only for appropriate business purposes, the Society expects our Trustees and Staff and OVs to adhere to this policy.

### 2. Who is covered by the Policy?

2.1 This policy covers Trustees, OVs, and members of staff employed by the Society.

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<sup>1</sup>Wiki is a piece of server software that allows users to freely create and edit Web page content using any Web browser.

### **3. Scope and purpose of the Policy**

3.1 This policy deals with the use of all forms of social media, including *Facebook*, *YouTube*, *Twitter* and **any** other social networking sites, and **any** other internet postings, including blogs.

3.2 It applies to the use of social media both for Society and personal purposes, whether while undertaking Society business or otherwise. The policy applies regardless of whether the social media are accessed using Society IT facilities or equipment belonging to the Trustee or Staff or OV.

3.3 If a Trustee or staff member or OV is found to be in breach of this policy, the Society reserves the right to deal with the breach under the terms of the Constitution and bye-laws or in such other manner as the Board of Trustees deems appropriate to the best interests of the Society in the circumstances.

3.4 The Board of Trustees, through the Officers of the Society, may require a Trustee or staff member or OV to remove internet postings which are deemed to constitute a breach of this policy.

3.5 This policy links to all other declarations or agreements required of Trustees or members of staff. Therefore, a Trustee or member of staff or OV should never use social media in a way that may breach the requirements of such declarations or agreements or of the Constitution or bye-laws of the Society or that might be perceived to be an offence of hate or harassment against any person or group of persons or which in any other way could be considered a civil or criminal offence in Scotland.

### **4. Personnel responsible for ensuring adherence to the Policy:**

4.1 The Board of Trustees has a specific responsibility for ensuring that Trustees and Staff and OVs operate within the boundaries of this policy, for ensuring that all Trustees and Staff and OVs understand the standards of behaviour expected of them, and for taking action when such behaviour falls below these standards.

4.2 Clause 4.1 notwithstanding, the responsibility for adherence to the policy rests squarely with each individual Trustee and member of staff and OV. Each is personally responsible for the success of this policy and should ensure that he or she understands it. Any potential misuse of social media or questions regarding the content or application of this policy should be reported immediately to the Convenor of the Finance & Administration Committee or to the Chair of the Board.

### **5. Guidelines for the responsible use of social media:**

The following sections of the policy are designed to provide Trustees and Staff and OVs with practical guidelines and recommendations for using social media responsibly and safely.

5.1 The Society wants its Trustees, Staff and OVs to help protect its honour and reputation and financial wellbeing. No Trustee or member of staff or OV may post disparaging or defamatory statements about:

5.1.1 The Society or its purposes or its activities;

- 5.1.2 The Society's Trustees, either individually or as a Board, its Staff, its volunteers, its patrons, its guests, or its members past or present;
- 5.1.3 The Society's suppliers and vendors; or
- 5.1.4 Any other affiliates or stakeholders;
- nor may Trustees or Staff or OVs make or post anything in social media that might be construed in a way that could damage the Society's reputation, even indirectly.
- 5.2 Trustees and Staff and OVs are personally responsible for what they communicate in social media (as part of their role or on personal sites) and should always remember that what they publish might be available to be read by others for a long time. There is no such thing as privacy on social media.
- 5.3 A Trustee or staff member or OV must obtain the written consent of an Officer of the Society prior to posting images or text on social media regarding the Society or its purposes or activities. Such written consent may be e-mail. Should an Officer of the Society wish to post such images or text, he or she must inform the Chair by letter or e-mail immediately and, where an Officer has given consent for posting such images or text, he or she must inform the Chair immediately by letter or e-mail.
- 5.4 The Society does not sanction the "tagging" of vulnerable adults or anyone under the age of 18.
- 5.5 Trustees or staff members or OVs are not obliged to link their personal social media to any of the Society's social media.
- 5.6 No Trustee or staff member or OV may set up social media accounts to facilitate their work for the Society without the prior written consent by letter or by e-mail of the Board of Trustees through its Finance & Administration Committee.
- 5.7 If a Trustee or member of staff or OV discloses his or her role within the Society in connection with any posting or conversation on social media, he or she must also state that the comments posted are personal and do not necessarily represent those of the Society (for example, "the views I express in this post may not represent the views of the Polish Social & Educational Society in Glasgow"). He or she must also ensure that the personal profile and any content posted are consistent with the image he or she presents to the Society.
- 5.8 A Trustee, staff member or OV may only use the Society's email addresses if his or her responsibilities include using social media on behalf of the organisation.
- 5.9 Trustees, staff members or OVs are personally responsible for the security settings of any social media sites they may use and should ensure they are set to the appropriate level to limit those who can see the posted information.
- 5.10 Trustees, staff members and OVs must respect the confidentiality of Society data at all times and must protect that confidentiality. They should be aware of Data Protection issues, legislation and regulation and, if in doubt consult the Chair or the Convenor of the Finance & Admin Committee. Confidential information includes things such as unpublished details about the Society's work, details of Board and committee meetings, current projects, future projects, financial

information or information held on the Society's members, staff or volunteers.

- 5.11 Trustees, staff members and OVs should avoid posting comments about sensitive related topics, such as Polish or Scottish party politics or political regimes, past or present, or the work of other charities. Even if it's made clear that such a posting does not represent the views of the Society, it could still damage the Society's reputation.
- 5.12 If a Trustee, staff member or OV is uncertain or concerned about the appropriateness of any statement or posting, he or she should consult with the Chair or the Convenor of the Finance & Admin Committee before acting.
- 5.13 If a Trustee or staff member or OV sees content in social media that disparages or reflects poorly on the Society or any of its members or patrons or stakeholders, he or she should report it immediately to the Chair or Convenor of the Finance & Admin committee. All volunteers are responsible for protecting the Society's reputation.
- 5.14 The Society holds that the contact details of any business contacts made during the course of the work of any Trustee, staff member or OV on behalf of the Society are confidential information belonging to the Society. As such, any Trustee, staff member or OV terminating his or her work for the Society is required to delete all such details from his or her personal social networking accounts unless given specific written permission to retain such data by the Chair or the Convenor of the Finance & Admin Committee.
- 5.15 Contact details of all staff, volunteers and members of the Society are subject to data protection. Trustees, staff members and OVs are not permitted to access or store information on volunteers that would breach data protection laws.

## **6. Personal use of social media in the Society's premises:**

The Society recognises that Trustees, OVs and staff members may occasionally desire to use social media for personal activities while using the Society's computers, networks or other IT resources and communications systems. The Society allows such occasional use as long as it does not involve unprofessional or inappropriate content and does not interfere with the trustee's, staff member's or OV's work for the Society. No Trustee, OV or staff member should use the Society's IT resources or communications systems for any matter that he or she wishes to be kept confidential. Notwithstanding the foregoing, no Trustee, staff member or OV may, while on the Society's premises or property, use social media (whether personal or belonging to the Society) to circulate chain letters or other spam or to post commercial, personal, religious or political solicitations or to promote organisations unrelated to the work or goals of the Society.

### **Disclaimer:**

Reasonable precautions have been taken to ensure information in this publication is accurate. However it is not intended to be legally comprehensive; it is designed to provide guidance in good faith, without accepting liability. If relevant, we therefore recommend that take appropriate professional advice before taking any action on the matters covered herein - SC046143.