



Totton & Eling Community Association Social Media Policy

1. Social Media Policy

Version	Action	Date	Signed
DRAFT B	Created	09/07/2021	C D Compton
	Authorised		

2. Introduction

- 2.1 This document refers only to the use of social media by the Totton and Eling Community Association (CA) and their employees and by anyone associated with the CA when publishing anything on behalf of the CA or referring to or about, the CA.
- 2.2 Social media has become extremely popular, and Totton & Eling Community Association recognises that it has become a part of our work and social lives and acknowledges the benefits that the use of social media can have through the ability to communicate quickly to a wider and more diverse audience.
- 2.3 Social media refers to the various internet-based communication, methods and tools, including Facebook, Twitter, LinkedIn and the ever-growing range of these. It will also refer to any form of messaging, emails or any other form of digital communication aimed at influencing individuals. Social media use is subject to the same rules of Totton & Eling Community Association as relate to any other use of the internet. They should be used sensitively and responsibly in dealings with and concerning staff, volunteers, clients, suppliers and Association-related business and issues, both at and outside working hours. This applies whether sent or posted on Company systems or private social media accounts. In particular the following are strictly forbidden:
 - 2.3.1 any message that could constitute discrimination, victimisation, bullying or harassment or considered to be personally offensive to the recipient(s), including but not limited to a protected characteristic as defined under the 2010 Equality Act (i.e. age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation);
 - 2.3.2 any message that refers detrimentally to other colleagues, clients, suppliers or other individuals or organisations who could be considered as having a connection with the business; and
 - 2.3.3 Any message that refers or could be construed to refer



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detrimentally and untruthfully or inaccurately to Totton & Eling Community Association or an associated organisation's operations and business.

3. Guidelines for Using Social Media

- 3.1** When you talk about Totton & Eling Community Association on social media, you should disclose that you work with Totton & Eling Community Association and in what capacity. If you mention Totton & Eling Community Association in postings, ensure that you make it clear that the views posted are your own and not necessarily those of the organisation. Where you associate yourself with Totton & Eling Community Association, you are expected to act in a manner which does not bring the organisation into disrepute.
- 3.2** You must ensure that all communications respect our wider policies, including our Equality and Diversity Policy and our shared values.
- 3.3** Make sure you understand the privacy settings on your profile before you start publishing and check for updates to these regularly.
- 3.4** Remember that you are personally responsible for the content you publish on the internet. You control what you share on social networks, so use common sense, and consider your content carefully.
- 3.5** Respect your audience, treat people respectfully, and don't engage in any conduct that would not be acceptable in the workplace.
- 3.6** Totton & Eling Community Association does not use social media to convey political views. Employees should be mindful of signing up to campaigns on social media; if in doubt you should check and seek authorisation from the Trustees before posting. During Purdah (pre-election period) no reference to any politician or political party may be made.
- 3.7** Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory. Do not post or publish any sensitive or confidential information.
- 3.8** Respect copyright. Remember to validate the copyright before you post any information that was not created by you. If you refer to information on other blogs, the common way of showing respect is by linking to the original post.

4. Breaches of this policy

- 4.1** Totton & Eling Community Association will consider failure to follow this policy and any breaches of it as potentially serious and will be dealt with under the provisions of the Disciplinary



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Procedure.

- 4.2** Should Totton & Eling Community Association be found liable because of the act of an employee(s), it reserves the right to claim compensation from the individual(s) involved.
- 4.3** Employees who feel that they have cause for complaint as a result of digital communication should raise the matter with the author in the first instance. If necessary, the complaint can be raised through the Totton & Eling Community Association Grievance Procedure.