



## **Social Media Policy & Procedure**

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### **Construction and Plant Assessments – Social Media Policy**

#### **Introduction**

Social networking is defined as sharing your interests and thoughts in an online forum with like-minded individuals.

These social media sites have become important marketing tools as they allow users to interact and raise their profile with a wide cross section of other users.

Blogging is also an important part of digital communication, and is used by a diverse range of businesses as well as individuals.

This policy and the procedures in it apply to any content that employees/SMT publish on the internet (e.g. their contributions in blogs, message boards, social networking sites or content sharing sites), even if created, updated, modified or contributed to outside of working hours or when using personal IT systems. This extends to both content which is published on personal websites, blogs or social networking sites and content published on the company website.

### **Responsibilities of Employees and SMT**

#### **Safeguarding**

Any employees wanting to create a work-related social media site must discuss this with and obtain approval from Craig Worsdworth (director) and the DSO.

This policy covers all types of social media sites, which include but are not limited to:

- Social networking sites e.g., Facebook, LinkedIn, Instagram, Twitter
- Blogging
- Video clips and podcasts e.g., YouTube
- Discussion forums

Employees/SMT should not accept learners as “friends” or follow such learners on social media sites, unless there is a pre-existing relationship with the learner e.g., niece/nephew, and information must not be posted on personal social media accounts that would disclose the identity of learners.

Learners must not be named or discussed on personal social media sites.

Photographs or videos of learners can only be posted if the digital media/photo consent has been received and only posted on Construction and Plant Assessments specific sites. They should never appear on personal social media sites.



Employees/SMT members must not post information, including photographs and videos, on social media sites, (e.g., photographs and videos), that could bring Construction and Plant Assessments into disrepute.

Employees/SMT must not represent their own views/opinions as being those of Construction and Plant Assessments. If you express any idea or opinion, then you should add a disclaimer such as “these are my own personal views and not those of Construction and Plant Assessments”.

Potentially defamatory remarks towards Construction and Plant Assessments, employees, providers working with Construction and Plant Assessments, pupils, pupils’ relatives, learners or learners’ relatives, must not be posted on social media sites.

Employees/SMT must observe the requirements of the Equality Act and the Human Rights Act and must not use any offensive or discriminatory language on social media sites.

Employees/SMT must not divulge any information that is confidential to Construction and Plant Assessments or partner organisations.

Construction and Plant Assessments expects employees/SMT, at all times, to conduct themselves appropriately when posting content on your own social media accounts, blog, or website and in a manner which is consistent with your contract of employment and with the Construction and Plant Assessments policies and procedures.

It should be noted that individuals can be identified as working for Construction and Plant Assessments, simply by revealing their name or a visual image of themselves.

Employees/SMT who already have a personal blog or website (this does not include sites such as LinkedIn or Facebook) which indicates in any way that they work for Construction and Plant Assessments, should report this to Craig Wordsworth. If they intend to create a personal blog or website that will say they work for Construction and Plant Assessments, or in any way could identify them as someone who works for Construction and Plant Assessments.

Construction and Plant Assessments logo or intellectual property may not be used in connection with any blogging or social networking activity without permission from the Director.

If employees/SMT thinks that something on a blog or a website could give rise to a conflict of interest and in particular concerns issues of impartiality or confidentiality, then this must be discussed with the Director.

No posts should cause others embarrassment or harm, and where possible be checked by a Construction and Plant Assessments employee/SMT to ensure validity.

Employees/SMT should be mindful when placing information on social media sites that it is potentially visible to a large audience and could identify where they work and with whom, thereby increasing the opportunity for false allegations and threats.

Employees/SMT must use appropriate security settings on social media sites in order to mitigate any potential issues.



Employees should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to Construction and Plant Assessments and create legal liability for both themselves and Construction and Plant Assessments.

### **Compliance with Related Policies and Agreements**

Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:

- Breach our e-Safety Policies and obligations with respect to the rules of relevant regulatory bodies.
- Breach any obligations they may have relating to confidentiality.
- Breach our Disciplinary Policy and Procedures.
- Defame or disparage Construction and Plant Assessments or its partners.
- Harass or bully other employees in any way or breach our Dignity at Work (Harassment and Bullying) Policy.
- Unlawfully discriminate against other employees or third parties or breach our Equality & Diversity Policy.
- Breach our Data Protection Policy
- Breach any other laws or ethical standards.

### **Monitoring**

The contents of Construction and Plant Assessments I.T resources and communications systems are Construction and Plant Assessments property. Employees should have no expectation of privacy related to any type of communication made on Construction and Plant Assessments-owned equipment, including personal communications.

Employees should be aware that all electronic communications may be monitored. This includes:

- Any message
- Files
- Data
- Documents
- Telephone conversations
- Social media postings

We may store copies of such data or communications for a period of time after they are created and may delete such copies in line with the Data Protection Policy.

Employees/SMT are not to use Construction and Plant Assessments I.T resources and communications systems for any matter that you wish to be kept private or confidential from the organisations.

Any breach of this policy is likely to result in disciplinary action being taken. A serious breach of this policy may be considered to amount to gross misconduct warranting summary dismissal.

This policy does not form part of any employee's contract of employment and it may be amended at any time.