

## Social and Digital Media Policy

### Introduction

Social and digital media are essential to the success of communicating the Doorstep Library's work and stories. These online channels are both an important and useful way to engage with our audience, participate in relevant conversations and raise the profile of what we do.

### Aim of this Policy

The aim of this policy is to set out guidelines on how social and other digital media should be used to support the delivery and promotion of Doorstep Library and the use of social and digital media by employees in both a professional and personal capacity. It is designed to help employees support and expand our official social and digital media channels, whilst protecting the charity and its reputation.

This policy should also be read in conjunction with the:

- Data Protection Policy
- Equity, Diversion & Inclusion Policy
- Harassment Policy
- Internet, Email and IT Policy

### Who is covered by this policy?

This policy applies to all employees, trustees and volunteers alongside any other individuals working for Doorstep Library as consultants, agency staff when representing Doorstep Library, and contractors.

### What are the guiding principles of the policy?

This policy applies to the use of social and digital media at a professional and personal level whether during office hours or otherwise. The policy applies regardless of whether the social or digital media is accessed using Doorstep Library's IT facilities and equipment, or personal equipment. This policy deals with the use of all forms of social and digital media including (but not limited to) Facebook, Instagram, LinkedIn, Twitter, Websites, Blogs, Wikis, YouTube, podcasts and message boards. You are responsible for the success of this policy and should ensure that you take the time to read and understand it. Any misuse of the policy should be reported to your Line Manager. Any questions regarding the content or application of the policy should be directed to the Head of Marketing & Communications.

### Responsibilities when using social and digital media

However you are using social or digital media – professionally or personally; during or outside of working hours; on Doorstep Library's or your own equipment – you must always:

## **Protect Doorstep Library's reputation**

- You should avoid any communications that may be misconstrued in a way that could damage Doorstep Library's reputation, directly or indirectly. This includes re-tweeting or sharing content posted by others.
- You must not post disparaging, defamatory statements, or confidential information, about Doorstep Library or the Charity's employees, trustees, volunteers, beneficiaries, partners, suppliers and other affiliates
- You must not post images that are inappropriate or links to inappropriate content. This includes re-tweeting or sharing content posted by others.
- If you are uncertain or concerned about the appropriateness of any statement or posting, you should refrain from making the communication until you discuss it with the Head of Marketing and Communications.
- If any comment or image is seen on any social media that disparages or reflects poorly on Doorstep Library, you should not attempt to correct this yourself but contact your Line Manager. All staff are responsible for protecting the charity's reputation.
- Doorstep Library must remain politically neutral. You should therefore refrain from posting political views in any official capacity.

## **Respect intellectual property and confidential information**

- You should not post or do anything to jeopardise any of Doorstep Library's confidential and sensitive information and intellectual property. This includes (but is not limited to) activities at work, business plans and financial performance.
- You should avoid infringing intellectual property rights of other companies and individuals which can create liability for Doorstep Library as well as you personally.
- You should not use Doorstep Library's logo, brand name, slogans, visual assets, images or other trademarks without prior written permission from the Marketing and Communications team.

## **Respect colleagues, partners, beneficiaries, suppliers and third parties**

- You should not use social or digital media to make adverse or disparaging comments about any person, group of people, company, other legal entity or thing linked to Doorstep Library. Whilst Doorstep Library encourages the use of social and digital media, you should not use them to publish slurs, derogatory, demeaning, offensive or discriminatory comments or images about any person, group of people, company, other legal entity or thing.

This clause should be read in conjunction with Doorstep Library's Equity, Diversion & Inclusion Policy. Any breach of this policy will be subject to Doorstep Library's Disciplinary procedure.

### **Do not breach any related policies or agreements.**

You should not use social or digital media in a way that breaches any of the other policies of Doorstep Library. For example, you are prohibited from using social or digital media to:

- breach our Disciplinary Policy or Procedures
- bully or harass colleagues in breach of our Harassment Policy
- unlawfully discriminate against colleagues or third parties in breach of our Equity, Diversion & Inclusion Policy
- disclose personal information about a colleague in breach of our Data Protection Policy or breach any rules of confidentiality
- breach any rules or regulatory requirements.

### **Responsibilities when using Social Media for work purposes**

When using social or digital media, or indeed any other channels, for professional purposes you must adhere to the responsibilities detailed above. In addition:

- If charity duties require you to 'speak' on behalf of Doorstep Library on social or digital media sites, or other channels, you must seek approval from the Head of Marketing and Communications, who may impose certain requirements and restrictions with regard to the activities.
- Be aware that anything you post on social or digital media is in the public domain and you could be quoted as a Doorstep Library employee. If you are asked to comment on Doorstep Library/your work via social or digital media by the press/media or suspect that the contact is from the press/media, you should direct the enquiry to the Head of Marketing and Communications. You should not respond directly unless this has been agreed in advance with the CEO and discussed with the Head of Marketing and Communications.

### **Responsibilities when using social and digital media for personal purposes**

You must ensure that your social and digital media accounts are easily distinguishable from authorised Doorstep Library accounts that are used for official purposes. You should always use a personal email address. You are advised to take extra care in what you post on social and digital media if the account appears to be connected to your work e.g. through your profile picture, biography or cover image. You should ensure that your postings and the content on your personal profile are consistent with the professional image you present to visitors and colleagues.

### **Social media be used in recruitment**

Doorstep Library may use internet searches/social media to find candidates and to perform due diligence on candidates in the course of recruitment. Where Doorstep

Library does this, it will act in accordance with the Data Protection Policy and Equity, Diversity & Inclusion Policy.

### **Monitoring the use of social media**

Whilst being mindful of the general right of employees to privacy at work, in order to ensure the effective operation of this policy and to safeguard Doorstep Library's greater interests, Doorstep Library reserves the right to log, monitor, review or intercept any and all aspects of IT resource and communication systems used as part of its normal operational activities, in accordance with appropriate legislation and industry regulations. Examples of traffic which may be monitored include, but are not limited to, email/messaging, Internet access, social media applications, work mobile device activity, file access and security related events such as authentication and log in attempts and you consent to such monitoring by your use of such resources and systems.

Valid reasons for checking your account include but are not limited to suspicions that you

- have been spending an excessive amount of time during working hours using social media websites for non-work-related activity
- have acted in a way that is in breach of the rules set out in this or any other policy.

Doorstep Library may store copies of such data or communications for a period of time after they are created and may delete such copies from time to time without notice. Doorstep Library resources and communications systems should not be used for any matter that you wish to be kept private or confidential. Access to particular social or digital media sites may be withdrawn in any case of misuse.

### **Breach of this policy**

Breach of this policy, whether as a result of its use during working hours or outside working hours may result in disciplinary action being taken. If you are suspected of breaching this policy, you will be required to co-operate with our investigations, which may involve providing us with your relevant passwords and login details. Depending on the nature of the breach, disciplinary action may be up to and including summary dismissal.

You may be required to remove any social or digital media postings or content that Doorstep Library considers to be a breach of this policy. If you fail to comply with this request, this may in itself result in disciplinary action, up to and including summary dismissal.