

Introduction

We recognise that social media can provide enormous benefit to the organisation and indeed social media is central to our communications strategy. The following policy sets out the responsibilities we require our staff to adhere to when using social media and the legal implications involved as well as guidance around best practice

The Cellar Trust, like all organisations, has requirements regarding the promotion of our work, including the protection of our brand and reputation. Staff should be aware that information posted on social media sites is public and may be viewed by colleagues, clients, customers or the press. All staff and volunteers have general obligations to act in the best interests of the Cellar Trust, and not breach the organisation's confidentiality practices or the relationship of trust and confidence that exists between employees and The Cellar Trust. This would include posting inappropriate comments on blogs and social networking sites about anything to do with the organisation, our services, clients, volunteers or staff.

Related Policies

- Code of Conduct
- Confidentiality Policy
- Data Protection Policy
- Disciplinary Policy
- Equal Opportunities and Diversity Policy
- Grievance Policy
- IT Policy
- Privacy Policy
- Whistleblowing Policy

Roles and Responsibilities

Employee	<ul style="list-style-type: none">• Adhere to professional and personal standards and good working practices.• Report any breaches of this policy to their line manager.
Line Manager	<ul style="list-style-type: none">• Ensure staff are adhering to this policy and follow any disciplinary processes where necessary.
Chief Executive Officer (CEO)	<ul style="list-style-type: none">• Advise and support managers in the application of this policy and procedure.
Trustees	<ul style="list-style-type: none">• Ultimate responsibility for ensuring the correct policies and procedures are in place for recruiting and managing staff and volunteers.

Work Related Social Media

Cellar Trust staff, like most people, are likely to have a personal Facebook, Twitter and other social media accounts and/or use blogs. The essence of social media is in the name i.e. "social" and it works by sharing content widely and in an engaging way.

- Staff are therefore allowed, should they so wish, to share activities supported by The Cellar Trust through social media channels providing they adhere to all the basic rules of behaviour that they would in any other forms of communication such as ensuring they do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- As with all aspects of their work, staff should use their common sense and not act in a manner that could be deemed to have brought the organisation into disrepute. Similarly any incidents of concern will be investigated and acted upon as with any other employee issue.
- Staff should “think before they post” and assume that anything they do via social media is posted in perpetuity.
- Staff should make clear in any social media handle that views expressed are their own.
- The easiest way of interacting is to retweet tweets from The Cellar Trust’s official twitter feed.
- Staff should respect privacy and keep client and organisational confidentiality at all times and therefore be circumspect in any use of social media, in particular not revealing details of clients or anything that could compromise the safety of individuals or organisations.
- Some staff may wish to maintain a clear line between their personal and private social media profiles and usage and their role at The Cellar Trust. It is important to note, however, that particularly on twitter anything that is posted is publicly available so any line cannot be absolute. Staff are therefore encouraged to maintain a professional demeanour in their use of social media and to consider the above rules regarding all aspects of their social media use including their personal accounts.
- Oversight of The Cellar Trust’s use of social media is the responsibility of the Communications Officer. Our Twitter Feed is @TheCellarTrust, we are on Facebook, we have the main website and we may join other social media channels should it be deemed appropriate. The Communications Officer is responsible for managing the posting of material on these sites and through the organisation’s official social media accounts on our behalf under the direction of the senior leadership team.
- The Cellar Trust is a registered charity and its social media feeds should therefore reflect that independence from any specific or partial interest.
- Political-related activity by charities is regulated by the Charity and Electoral Commissions and under the terms of charity law, the Lobbying Act and guidance as issued by these Commissions. The Cellar Trust, like all charities, can undertake political campaigning or political activity where it is in support of the delivery of its charitable purposes – and clearly social media plays a part in delivering this. The Cellar Trust can therefore give support or raise concerns with specific policies advocated by political parties but must not give support to a particular political party, candidate or politician nor allow the charity to be a vehicle for the expression of personal or party political views or those of an individual trustee or staff member. The Cellar Trust must therefore stress its independence and ensure any involvement it has with political parties is balanced.

Although not an exclusive list, some specific examples of prohibited social media conduct include:

- Posting content that is offensive, obscene, defamatory, discriminatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment or may cause embarrassment to us, our clients or our staff.
- Posting material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

- Posting content that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with HR staff and/or your line manager.
- Employees should be aware of crossing professional boundaries and they are not permitted to make or accept “friend requests” to/from our clients or otherwise engage in contact with them on their private social media accounts including for a minimum period of two years after the client is a user of our services.

Any such action will be addressed under the Disciplinary Policy and may result in summary dismissal.

We permit the occasional use of social media websites for personal use during work time and on Cellar Trust equipment subject to certain conditions set out below. However, this is a privilege and not a right. It must neither be abused nor overused and we reserve the right to withdraw our permission at any time at our entire discretion. The following conditions must be met for personal use to continue:

- Use must be minimal and take place mostly out of normal working hours (e.g. during breaks and lunchtime only).
- Use must not interfere with business or office commitments.
- Use must comply with our policies (see Related Policies above).

Whenever using social media whether for professional or personal use you should adhere to the following general rules:

- Any member of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform their line manager or member of HR staff.
- If you notice any content posted on social media about The Cellar Trust (whether complementary or critical) please report it to your line manager.
- When making use of any social media platform, you must read and comply with its terms of use.
- You are personally responsible for content you publish onto social media.
- Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- If your social media account gets hacked and negative material is posted then you should inform your line manager as quickly as possible.
- If a member of staff comes across content related to The Cellar Trust online or on a social media site that is derogatory or otherwise concerning, they are encouraged to report it straight away to their line manager.
- If you notice any use of social media by other members of staff in breach of this policy please report it to your line manager.