



Social Media for Staff

September 2024



1. Objectives

- (a) to manage the risks of staff use of personal social media sites

2. Scope

This policy applies to any website or application that enables users to create or share content or to participate in social networking. For the purpose of the policy, such websites or applications are referred to as social media.

3. Policy statements

3.1. Use of social media for World

- (a) use of social media for World will be authorised by Andrew Burlison
- (b) all requests for the establishment of social media profiles for World will be formally authorised by Andrew Burlison
- (c) World social media profile authorisations will be formally documented and will specify the purposes for which the account may be used and which members of staff may use them
- (d) World social media profiles will only be used for authorised purpose(s) by authorised staff in line with the Social Media Profiles guidelines published on the intranet
- (e) World social media content or communications involving children, young people or vulnerable adults will be discussed with Review and Development Safeguarding
- (f) social media will not be used as part of the candidate selection/rejection process during recruitment exercises
- (g) content that identifies an individual will only be published on social media with valid consent from that individual or someone authorised to act on the individual's behalf
- (h) staff will not act in a way that encourages any person to divulge personal information on a social media site
- (i) content will not infringe the intellectual property rights of any person
- (j) inappropriate social media content will be reported to Andrew Burlison
- (k) activity on World social media profiles will be actively monitored by Andrew Burlison in line with the Social Media Profiles guidelines published on the intranet
- (l) non-compliance with this policy will be investigated and may result in disciplinary action up to and including dismissal

3.2. Personal use of social media

- (m) use of personal social media profiles will not include any postings that are, or could be considered to be, of a nature that would bring World into disrepute
- (n) personal use of social media will not include postings that depict World staff in World clothing or on World business and will not include images of parts of World buildings that are inaccessible to members of the public
- (o) personal use of social media will not be authorised during work time (i.e. when signed in) whether using World or personal devices

Headquarters: Moor House Adventure Centre; Rainton Gate, West Rainton, Houghton le Spring, Tyne & Wear. DH4 6QY.

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- (p) personal social media profiles will not be used for World business or to disclose information relating to World business
- (q) personal social media profiles will not be used to 'befriend' customers or service users in a manner that could bring World into disrepute
- (r) inappropriate social media content brought to the attention of World will be reported to the Andrew Burlison
- (s) non-compliance with this policy will be investigated and may result in disciplinary action up to and including dismissal



4. Policy review

- (t) This policy will be reviewed annually or in light of any changes in legislation and/or guidance.
- (u) This policy document will be reviewed in September 2025.

Signed by:

Martin Coy (General Manager)

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