



**Triple C**  
(Liverpool)

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## SOCIAL MEDIA POLICY

<b>Policy Adopted</b>	November 2019
<b>Last Reviewed</b>	November 2022
<b>Next Review Due</b>	November 2025

Date Reviewed	Reviewed by	Approved by	Date Accepted by Trustees
01/11/2022	Operations Manager	Policy Review Committee	13 December 2022

## **INTRODUCTION**

Triple C (Liverpool), hereafter referred to as Triple C, continues to recognise the growth in popularity of social media over recent years and the opportunities social networking sites bring in communicating with people and sharing ideas and thoughts both personal and work related. However, there are problems that come through using social media and hence the need for formal guidelines.

This policy is applicable to Triple C (Liverpool) employees, trustees and volunteers and anyone else in a role representing Triple C. The term 'user' in the policy, unless otherwise stated, refers to all the individuals listed above.

### **1. DEFINITION OF SOCIAL MEDIA**

For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online but not exclusively, social forums such as Twitter, Facebook, Instagram, LinkedIn and WhatsApp. Social media also covers blogs and video and image-sharing websites such as YouTube and Flickr.

Users should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees should follow these guidelines in relation to any social media that they use.

### **2. PERSONAL USE OF SOCIAL MEDIA**

Users whose accounts on social media networks make no reference to Triple C and are in no way linked with Triple C are unlikely to be of concern to the organisation. However, it is advised that if an employee is likely to make a connection to Triple C even informally then they use something along the lines of: 'These are my personal views and not those of Triple C (Liverpool)'.

An individual's account name or online name must not include Triple C (Liverpool) unless agreed prior by the Operations Manager or in their absence, the Chair of Trustees.

Individuals may talk about Triple C and indeed are encouraged to positively promote the work of Triple C wherever possible, however, any wording or actions which bring Triple C into disrepute will be dealt with via the disciplinary process.

### **3. USE OF SOCIAL MEDIA FOR WORK PURPOSES**

Triple C recognises that some users need to use social media websites as part of their work, for example, group leaders setting up a Facebook group for an event they are organising.

However, all users should be aware that, whilst using social media for these purposes they are representing Triple C and therefore staff who use social media as part of their job must adhere to the following rules.

### **4. RULES ABOUT USE OF SOCIAL MEDIA FOR WORK (PROFESSIONAL) OR PERSONAL USE**

Any communications that employees make in a personal or professional capacity through social media must not

- a. bring Triple C into disrepute, for example by:
  - criticising or arguing with colleagues, partner organisations or clients;
  - making defamatory comments about individuals or other organisations or groups; or
  - posting images that are inappropriate or links to inappropriate content;
- b. breach confidentiality, for example by:
  - revealing "trade secrets" or information owned by Triple C;
  - giving away confidential information about an individual (such as a colleague or client) or organisation (such as a partner organisation); or
  - discussing Triple C's internal workings or its future business plans that have not been communicated to the public
- c. breach copyright, for example by:
  - using someone else's images or written content without permission;
  - or failing to give acknowledgement where permission has been given to reproduce something; or

- d. do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
- making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee of Triple C); or
  - posting images that are discriminatory or offensive or links to such content.

## **5. USE OF PERSONAL SOCIAL MEDIA AT WORK**

Employees are allowed to make reasonable and appropriate use of social media websites during their lunch or rest breaks, and can use Triple C computers or devices, provided that this does not interfere with their duties, as this is likely to have a detrimental effect on employee's productivity.

Triple C understands that employees may wish to use their own computers or devices, such as laptops and tablets and hand-held devices, to access social media websites while they are at work. Employees must limit their use of social media on their own equipment to their official rest breaks such as their lunch break and times when they are between appointments, for example travelling or times when they are not on duty.

## **6. MONITORING USE OF SOCIAL MEDIA DURING WORK TIME**

Triple C reserves the right to monitor employees' internet usage, but will endeavour to inform an affected employee when this is to happen and the reasons for it. We consider valid reasons for checking an employee's internet usage include suspicions that the employee has:

- a. been using social media websites when he/she should be working; or
- b. acted in a way that is in breach of the rules set out in this policy.

Triple C reserves the right to retain information that it has gathered on employee's use of the internet for a period of one year.

## **7. DISCIPLINARY ACTION OVER SOCIAL MEDIA USE**

All users are required to adhere to this policy. Employees should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to Triple C may constitute gross misconduct which can lead to summary dismissal.