

## NEW PARK VILLAGE TMC SOCIAL MEDIA POLICY

### **SOCIAL MEDIA POLICY FOR TMC STAFF, VOLUNTEERS, MANAGEMENT COMMITTEE and CONSULTANTS / CONTRACTORS engaged by New Park Village TMC**

New Park Village TMC uses social media in its work and recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. A written policy is therefore required for all staff, representatives of the TMC, stakeholders etc. on the acceptable use of social networking at work. (Referred to as representatives of the TMC etc. in the rest of this policy)

New Park Village TMC encourages the responsible use of social media. The purpose of this policy is to set out what New Park Village TMC expects from our volunteers, staff, consultants and contractors when using social media. It is important to remember that we are all ambassadors for the organisation and that social media is never private.

**This policy is solely for representatives of the TMC and aims to:**

- give clear guidelines on what representatives of the TMC can say about the organisation;
- comply with relevant legislation and protect volunteers;
- help the Chief Officer manage performance effectively;
- help representatives of the TMC draw a line between their private lives and their TMC role;
- protect New Park Village TMC against liability for the actions of volunteers;
- be clear about monitoring and explain how problems with inappropriate use will be addressed.

#### **Policy Statement**

1.1 New Park Village TMC recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, Instagram, blogs and wikis, (Wiki is a piece of server software that allows users to freely create and edit Web page content using any Web browser). microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

#### **1. This policy aims to protect individuals**

1.1 As representatives of the TMC etc. in any role the TMC requires you to take personal responsibility for what you write, exercise good judgment and common sense. (See 2.1)

1.2 Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of work time and to ensure that IT resources and communications systems are used only for appropriate business purposes, we expect representatives of the TMC etc. to adhere to this policy.

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### **2. Who is covered by the Policy?**

2.1 This policy covers volunteers, management committee, paid staff, consultants, contractors etc. referred to as representatives of the TMC etc. in this document

### **3. Scope and purpose of the Policy**

3.1 This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

3.2 It applies to the use of social media for the TMC and personal purposes, whilst at the TMC premises or elsewhere and whilst undertaking official business during work hours or during personal time. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to Representatives of the TMC etc.

3.3 If a representatives of the TMC etc. is found to be in breach of this policy the chief officer or Chair of the Management Committee will address this using the Code of Governance for Representatives of the TMC and Staff.

3.4 Representatives of the TMC etc. may be required to remove internet postings which are deemed to constitute a breach of this Code.

3.5 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

### **4. Personnel responsible for implementing the Policy**

4.1 All representatives of the TMC etc. have a specific responsibility for operating within the boundaries of this policy. The Chief Officer / Chair of the Management Committee will ensuring that all representatives of the TMC etc. understand the standards of behaviour expected of them and taking action when behaviour falls below this.

4.2 All representatives of the TMC etc. are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to The Chief Officer / Chair of the Management Committee

4.3 Any content which raises a safeguarding concern must be reported to The Chief Officer / Chair of the Management Committee

### **5. Guidelines for responsible use of social media**

**The following sections of the policy provide representatives of the TMC etc. with common-sense guidelines and recommendations for using social media responsibly and safely.**

**5.1 We want you to help protect our business reputation. Representatives of the TMC must not post derogatory or defamatory statements about:**

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- **The Organisation - New Park Village TMC ;**
- **New Park Village TMC staff, our clients, representatives of the TMC or members past or present;**
- **Suppliers and vendors; and**
- **Other affiliates and stakeholders.**

**Representatives of the TMC etc. should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.**

**5.2 Representatives of the TMC etc. are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses including New Park Village TMC, colleagues, volunteers, future employers and social acquaintances for a long time.**

**Keep this in mind before you post content.**

5.3 Publicity consent form must be obtained The Chief Officer / Chair of the Management Committee prior to posting images or text related to NPV TMC which may be used on social media.

5.4 New Park Village TMC does not permit tagging of vulnerable adults or anyone under the age of 18.

5.5 There is no obligation for representatives of the TMC etc. to link their personal social media to any New Park Village TMC social media.

5.6 Representatives of the TMC etc. are not permitted to set up social media accounts for New Park Village TMC without prior consultation with The Chief Officer / Chair of the Management Committee

5.7 If you disclose your affiliation as a representative of New Park Village TMC, you must also state that your views do not represent those of the organisation. For example, you could state, “the views in this posting do not represent the views of New Park Village TMC.” You should also ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your role.

5.8 You can only use New Park Village TMC email address if your role involves using social media on behalf of the organisation.

5.9 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

5.10 Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to The Chief Officer / Chair of the Management Committee. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on tenants, leaseholders or owner occupiers , staff or representatives of the TMC ( in line with current data protection regulations)

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5.11 Avoid posting comments about sensitive New Park Village TMC related topics, such as TMC performance. Even if you make it clear that your views do not represent those of our organisation, your comments could still damage our reputation.

5.12 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with The Chief Officer / Chair of the Management Committee.

5.13 If you see content in social media that disparages or reflects poorly on New Park Village TMC or our stakeholders, you should report it to The Chief Officer / Chair of the Management Committee. All representatives of the TMC etc. are responsible for protecting our reputation.

5.14 The contact details of business contacts made during the course of your role in the organisation are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you finish having a role with New Park Village TMC.

5.15 Contact details are subject to data protection. TMC staff Representatives of the TMC etc. are not permitted to access or store information on representatives of the TMC that would breach data protection.

### **6. Personal use of Social Media**

6. Personal use of social media in the office environment We recognise that those representing New Park Village TMC may occasionally desire to use social media for personal activities in the office or by means of our computers, networks and other IT resources and communications systems. We authorise such occasional use during rest breaks so long as it does not involve unprofessional or inappropriate content and does not interfere with your role.

You should not use New Park Village TMC IT resources and communications systems for any matter that you wish to be kept private or confidential. If using social media, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations or promotion of outside organisations unrelated to (New Park Village TMC) work is also prohibited.

### **Declaration**

**Management Committee Member: Yes / No**

**TMC Staff Member: Yes / No**

**Name:**

**Signed:**

**Date:**

**One copy to be retained by the person, one copy to be held on file.**