



Social Media Policy

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1.0 DENFINITION 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 social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video- and image-sharing websites such as YouTube and Flickr. Staff should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Staff should follow these guidelines in relation to any social media that they use. Implementation: It is the responsibility of managers to ensure that staff members are aware of and understand this policy and any subsequent revisions.

2.0 USE OF SOCIAL MEDIA AT WORK

Starlight Arts encourages staff to make reasonable and appropriate use of Starlight Arts Facebook, Instagram and Twitter account as part of their work. Starlight Arts understands that staff may wish to use their own computers or devices, such as laptops and hand held devices to access the company's social media sites. This should be limited to your lunch/rest breaks or when there is a break between supporting the members we support. Staff are allowed to make reasonable and appropriate use of the social media sites from the Starlight arts Ipad or devices, provided as stated above, this does not interfere with their normal duties. Starlight arts does not allow any access to other social media sites (other than the company's Facebook, Instagram and Twitter sites) using the computers or devices during worktime. It is an important part of how starlight arts communicates in the public sphere to promote its services to a wider audience and allows communication between staff, parents, members and services. Staff may contribute to the company's Facebook, Instagram and Twitter activities, for example by contributing to blogs, 'like' this page and add appropriate comments etc. Staff should use the same safeguards as they would with any other form of communication about Starlight arts in the public sphere. These safeguards include;

- Making sure that the communication has a purpose and a benefit for Starlight arts;
- Obtaining permission from a manager before embarking on a public campaign using social media; and
- Getting a colleague to check the content before it is published

Staff must be aware at all times that, while contributing to Starlight arts social media activities, they are representing Starlight. Staff who wish to contribute to the social media websites must adhere to the following rules.

Any communications that staff make in a professional capacity through social media must not:

- Bring Starlight into disrepute, for example by: criticising or arguing with Starlight, its customers, colleagues or competitors;
- Making defamatory comments about individuals or other companies or groups; or posting images that are inappropriate or links to inappropriate content;
- Breach confidentiality, for example by: revealing information owned by Starlight arts;
- Giving away confidential information about an individual (such as a colleague or member we support) or
- Discussing the internal workings such as its future business plans
- Breach copyright, for example by: using someone else's images or written content without permission;
- Failing to give acknowledgement where permission has been given to reproduce something; or
- 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 the company); or
- Posting images that are discriminatory, offensive, or links to such content
- Posting images of the people in our care or receiving a service from us without the necessary written consent being in place.

3.0 EXCESSIVE USE OF SOCIAL MEDIA AT WORK

Staff should not spend an excessive amount of time while at work using Starlight Arts Facebook, Yammer and Twitter sites. They should ensure that use of social media does not interfere with their work duties as this is likely to have a detrimental effect on employees' productivity.

4.0 MONITORING USE OF SOCIAL MEDIA DURING WORK TIME

Starlight arts reserves the right to monitor staff's internet usage, but will endeavour to inform an affected member of staff when this is to happen and the reasons for it. We considers that valid reasons for checking a staff's internet usage include suspicions that they have:

- Been spending an excessive amount of time using social media websites for non-work-related activity; or

- Acted in a way that is in breach of the rules set out in this policy Starlight arts reserves the right to retain information that it has gathered on staff's use of the internet for a period of one year. Access to particular social media websites may be withdrawn in any case of misuse.

5.0 SOCIAL MEDIA IN YOUR PERSONAL LIFE

Starlight Arts recognises that many staff members make use of social media in a personal capacity, this must be in your own time (not during working hours) and using your own computers or devices, such as laptops and hand held devices to access the websites. While they are not acting on behalf of the company, staff must be aware that they can damage Starlight Arts if they are recognised as being one of our members of staff. Staff are allowed to say that they work for Starlight arts, which recognises that it is natural for its staff sometimes to want to discuss their work on social media. However, their personal online profile for example, the name of a blog or a Twitter name must not contain Starlight Arts name. Staff are to ensure their personal pages are private in order that a member cannot ask staff to become friends or see what the staff shares on social media. This protects the staff concerned and the members.

6.0 USE OF SOCIAL MEDIA IN THE RECRUITMENT PROCESS

Unless it is in relation to finding candidates (for example, if an individual has put his/her details on social media websites for the purpose of attracting prospective staff), the Recruitment Consultant will conduct searches, either themselves or through a third party, on social media only when these are directly relevant to the applicant's skills or claims that he/she has made in the recruitment process.