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# SCA Social media policy



29-3-19

## Social media policy

### Context and overview

Key

#### details

- *Policy prepared by:* SCA
- *Approved by board / management on:* 28/03/2019
- *Policy became operational on:* 28/03/2019
- *Next review date:* 28/09/2019

#### Introduction

This social media policy describes the rules governing use of social media at SCA.

It sets out how staff / volunteers must behave when using SCA social media accounts. It also explains the expectations of what staff / volunteers may say about SCA on their personal accounts.

This policy should be read alongside other key policies. Including;

- Safeguarding
- Anti-Bullying
- GDPR
- Consent

#### Why this policy exists

Social media can bring significant benefits to SCA, particularly for building relationships with current and potential customers.

However, it's important that staff / volunteers who use social media within SCA do so in a way that enhances SCA.

A misjudged status update can generate complaints or damage SCA reputation. There are also security and data protection issues to consider.

This policy explains how staff / volunteers can use social media safely and effectively.

#### Policy scope

This policy applies to all staff, contractors and volunteers at SCA who use social media while engaged in SCA activities.

Social media sites and services include (but are not limited to):

- Popular social networks like **Twitter** and **Facebook**
- Online review websites like **Reevoo** and **Trustpilot**
- Sharing and discussion sites like **Delicious** and **Reddit**
- Photographic social networks like **Flickr** and **Instagram**
- Question and answer social networks like **Quora** and **Yahoo Answers**
- Professional social networks like **LinkedIn** and **Sunzu**

### General social media guidelines

Reach

#### of social media

SCA recognises that social media offers a platform for SCA to market, stay connected with customers and communicate its profile online.

SCA also believes its staff / volunteers should be involved in industry conversations on social networks. Social media is an excellent way for staff / volunteers to make useful connections, share ideas and shape discussions.

SCA therefore encourages staff / volunteers to use social media to support SCA goals and objectives.

## Basic advice

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Following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Staff / volunteers should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Staff / volunteers should err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it.
- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Staff / volunteers should adopt the same level of courtesy used when communicating via email.
- **Look out for security threats.** Staff / volunteers should be vigilant for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.
- **Don't make promises without checking.** Some social networks are very public, so Staff / volunteers should not make any commitments or promises on behalf of SCA without checking that SCA can deliver on the promises.
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, Staff / volunteers should handle further communications via the most appropriate channel — usually email or telephone.
- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Staff / volunteers should always take the time to think before responding, and show restraint.

## Use of company social media accounts

This part of the social media policy covers all use of social media accounts the responsibility of SCA.

### Authorised users

Only people who have been authorised to use SCA social networking accounts may do so.

Allowing only designated people to administer the accounts ensures SCA social media presence is consistent and cohesive.

### Creating social media accounts

New social media accounts in the name of SCA must not be created unless approved by SCA.

SCA operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.

### Purpose of SCA social media accounts

SCAs social media accounts may be used for many different purposes.

In general, Staff / volunteers should only post updates, messages or otherwise use these accounts when that use is clearly in line with SCA overall objectives.

For instance, Staff / volunteers may use SCA social media accounts to:

- Respond to **customer enquiries** and requests for help
- Share **blog posts, articles and other content** created by SCA
- Share **insightful articles, videos, media and other content** relevant, to SCA core activities, but created by others
- Promote **marketing campaigns**
- Support SCA initiatives

### Inappropriate content and uses

SCA social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring SCA into disrepute.

When sharing an interesting blog post, article or piece of content, Staff / volunteers should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

## Safe, responsible social media use

### SCA users refrain from:

- Create or transmit material that might be **defamatory or incur liability** for SCA.
- Post message, status updates or links to material or **content that is inappropriate**.

Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

- Use social media for any **illegal or criminal activities**.
- Send **offensive or harassing material** to others via social media.
- Broadcast **unsolicited views** on social, political, religious or other non- business related matters.
- Send or post messages or material that **could damage SCAs image or reputation**.
- Discuss **colleagues, competitors, customers or suppliers** without their approval.
- Post, upload, forward or link to **spam, junk email or chain emails and messages**.

### Copyright

SCA respects and operates within copyright laws. Users may not use social media to:

- Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted by that third party.
- Share links to **illegal copies** of music, films, games or other software.

### Security and data protection

Staff / volunteers should be aware of the security and data protection issues that can arise from using social networks.

### Maintain confidentiality

Users must not:

- Share or link to any content or information owned by SCA that could be considered **confidential or commercially sensitive**.
- Share or link to any content or information owned by another company or person that could be considered **confidential or commercially sensitive**.
- Share or link to data in any way that could breach the company's **data protection policy**.