

## Social Networking Policy

### Policy Statement

The Spring North is committed to promoting and protecting the reputation of Spring North and to ensuring that all those associated with Spring North are treated with respect and confidentiality.

### Procedures

#### 1. Spring North's Presence

- 1.1 The Board are responsible for ensuring that Spring North's online presence does not breach our confidentiality or equal opportunities policy and that the scheme's good reputation is maintained
- 1.2 Content is uploaded and approved by the appointed administrator
- 1.3 Privacy settings are set as agreed by the Board
- 1.4 Photographs are only uploaded with the consent of all those pictured
- 1.5 Quarterly checks that the website/social networking site content is appropriate and up to date are undertaken by Spring North
- 1.6 Spring North's corporate identity is used correctly and identifies the site by the organisational name and logo
- 1.7 Any complaints that may be brought up on the site are immediately responded to via a private communication channel, and follow the scheme's complaints procedure

#### 2. Board Members and staff's personal use of social networking

- 2.1 Board members and staff ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or those connected with Spring North if they discuss Spring North in their personal blogs or social networking accounts
- 2.2 Board members and staff are encouraged to promote and celebrate Spring North's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect as above
- 2.3 Staff do not engage in personal social networking activities during work hours
- 2.4 The Board and staff ensure that they do not bring Spring North into disrepute by making inappropriate comments in their personal blogs or social networking accounts
- 2.5 Breaches of confidentiality or equal opportunities and diversity policies are treated seriously, and may be addressed through the disciplinary process
- 2.6 The Board and staff do not use Spring North logo on personal websites, blogs or social networking accounts.
- 2.7 New Board members and staff receive this policy as part of their induction

#### 3. Previous links on social networks

- 3.1 Spring North recognises that in the community it serves, families, volunteers, board members and staff may have been friends or acquaintances prior to their involvement with the organisation. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service

boundaries and to protect the reputation of Spring North and the confidentiality of those we work with.

Where staff, volunteers or families have existing social networking relationships with others connected with Spring North, these may be maintained, but they should not at any time discuss or comment on any operational or confidential Consortium matters on the network.



**Signature:**

**Date: 15.11.23**

**Review date: 14.11.24**