



## SOCIAL MEDIA

This policy is in place to minimise the risks to Ottery Feoffee Charity through the use of social media.

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Snapchat, Pinterest, Wikipedia, Instagram, Vine, Tumblr, and all other social networking sites, internet postings, and blogs. It applies to the use of social media for business purposes and personal use that may affect our business in any way.

### **Prohibited use**

Trustees, contractors, and residents:

- must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
- must not use social media to defame or disparage us, our staff, or any third party; to harass, bully, or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- must not express opinions on our behalf via social media unless expressly authorised to do so by the Clerk. You may be required to undergo training to obtain such authorisation.
- must not post comments about sensitive topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information, and intellectual property.
- must not include our logos or other trademarks in any social media posting or your profile on any social media, unless authorised to do so by the Clerk.

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

Unless you are using an official Ottery Feoffee Charity social media account and posting authorised content on behalf of the charity, you should make it clear in social media postings, or your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

If you disclose your affiliation with Ottery Feoffee Charity on your profile or in any social media postings, you must state that your views do not represent those of the charity (unless you have been authorised to speak on our behalf).

You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.



If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with the Clerk.

If you see social media content that disparages or reflects poorly on us, you should contact the Clerk to the Trustees immediately.

### **Breach of this policy**

A breach of this policy may be deemed as a breach of the terms of your tenancy.

Anyone suspected of committing a breach of this policy will be required to cooperate with our investigation, which may involve handing over relevant passwords and login details.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.