



WADOKAI WORCESTER
SOCIAL MEDIA POLICY

1. Introduction

- 1.1** The internet provides a range of social media tools that allow users to interact with one another, for example from rediscovering friends on social networking sites such as Facebook to keeping up with other people's lives on Twitter etc
- 1.2** While recognising the benefits of these media for new opportunities for communication, this code of practice sets out the principles that WW members are expected to follow when using social media.
- 1.3** The principles set out in this policy are intended to ensure that all WW members use Social Media responsibly so that confidentiality of members and the reputation of WW is safeguarded.
- 1.4** Only WW employees, Directors, and Officers may use social networking sites to relate to and conduct WW business.
- 1.5** Individual members of WW are not permitted to present personal opinions in ways that imply endorsement by WW. Any personal statements including opinions or views on any issue should be accompanied by a personal disclaimer or explicit statement that the individual is speaking for themselves and not on behalf of WW.

2. Scope

- 2.1** This policy applies to all WW members
- 2.2** This policy covers personal use of social media as well as the use of social media for official WW purposes, including sites hosted and maintained on behalf of WW
- 2.3** This policy applies to personal web space such as social networking sites (for example Facebook, MySpace), blogs, micro blogs such as Twitter, chat rooms, forums, podcasts. Open access online encyclopaedias such as Wikipedia, social bookmarking sites such as delicious, and content sharing sites such as flicker, and YouTube.

The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media. The principles set out in this policy must be followed irrespective of the medium used.

3. Legal Framework

- 3.1** WW is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of WW are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:
 - The Human Rights Act 1998
 - Common law duty of confidentiality, and
 - The Data Protection Act 1998.
- 3.2** Confidential information includes, but is not limited to:
 - Person-identifiable information, e.g. student records protected by the Data Protection Act 1998
 - Information divulged in the expectation of confidentiality
 - WW records containing organisationally or publicly sensitive information
 - WW members should also be aware that other laws relating to libel, defamation, harassment etc may apply to information posted on social media, which may include:
 - Libel Act 1843
 - Defamation Acts 1952 and 1996

- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003

4. Principles - be Professional, Responsible and Respectful

4.1 WW members must not engage in activities involving social media which might bring WW into disrepute.

4.2 WW members must not represent their personal views as being those of WW on any social medium.

4.3 EKF members must not use social media and/or the internet in any way to attack, insult, and abuse or defame the EKF, its' members, their family members, or colleagues.

5. Breaches of the Policy

5.1 Any breach of this policy may lead to disciplinary action being taken against the Members involved in line with WW Disciplinary Policy and Procedures.

6. Risks

Many social networking sites collect profile information for advertising SPAM targeted at Individuals with particular affiliation interests. Use of these sites may increase SPAM to your email account.

7. Investigations

In response to concerns or complaints or information provided by individuals WW may look up profiles on social networking sites and may use the information for informal or formal proceedings against an individual or groups