

## **Social Media and ICT Policy**

St. Columb's School of Music Ltd. uses social media in its work and recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. A written policy is therefore required for all associates, volunteers and stakeholders on the acceptable use of social networking at work.

St. Columb's School of Music Ltd. encourages the responsible use of social media. The purpose of this policy is to set out what St. Columb's School of Music Ltd. expects from our associates when using social media. It is important to remember that we are all ambassadors for the organisation and that social media is never private.

This policy is solely for associates and aims to:

- Give clear guidelines on what associates can say about the organisation.
- Comply with relevant legislation.
- Help directors manage performance effectively.
- Help associates draw a line between their private lives and their work lives.
- Protect St. Columb's School of Music Ltd. against liability for the actions of associates.
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

### **Policy Statement**

St. Columb's School of Music Ltd. recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, Instagram and blogs etc. This policy aims to protect individuals in any role to encourage them to take responsibility for what they write, exercise good judgement and common sense.

Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of work time and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect associates to adhere to this policy.

### **Who is covered by this Policy?**

This policy covers associates and volunteers.

### **Scope and purposes of the Policy**

This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet posting, including blogs.

- It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities or equipment belonging to associates.
- If associates are found to be in breach of this policy the matter will be dealt with by the directors.
- Associates may be required to remove internet postings which are deemed to constitute a breach of this policy.
- This policy links to all other policies, therefore, social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

### **Personnel responsible for implementing the Policy**

The directors have a specific responsibility of operation within the boundaries of this policy, ensuring that all associates understand the standards of behaviour expected of them and taking action when behaviour falls below this.

All associates are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the directors. Any content which raises a safeguarding concern must also be reported to the directors immediately.

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

The following sections of the policy provide associates with common sense guidelines and recommendations for using social media responsibly and safely.

- We want you to help protect our business reputation. Associates must not post disparaging or defamatory statements about:
  - St. Columb's School of Music Ltd
  - St. Columb's School of Music Ltd's associates (past, current and prospective, students and volunteers.
  - Suppliers and vendors; and
  - Other affiliates and stakeholders.
- Associates should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.
- Associates are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses (including St. Columb's School of Music Ltd.), associates, future associates and social acquaintances for a long time. Keep this in mind before you post content.
- Consent from the directors must be obtained prior to posting images or text which may be used on social media about St. Columb's School of Music Ltd. or which involves the school, it's associates or students in any way.

- St. Columb's School of Music Ltd. does not permit tagging of vulnerable adults or anyone under the age of 18.
- There is no obligation for associates to link their personal social media to any of St. Columb's School of Music Ltd. 's social media.
- Associates are not permitted to set up social media accounts for work purposes.
- If you disclose your affiliation as an associate of St. Columb's School of Music Ltd. you must also state that your views do not represent those of the School of Music. For example, you could state, "the views in this posting do not represent the views of St. Columb's School of Music Ltd." You should also ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your volunteering role.
- You can only use St. Columb's School of Music Ltd. email address if your role involves using social media on behalf of the organisation.
- You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.
- Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the directors. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our supporters, associates and students.
- Avoid posting comments about sensitive St. Columb's School of Music Ltd. related topics, such as our performance. Even if you make it clear that your views do not represent those of the organisation, your comments could still damage our reputation.
- If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the directors.
- If you see content in social media that disparages or reflects poorly on St. Columb's School of Music Ltd. or our stakeholders, you should report it to the directors. All associates are responsible for protecting our reputation.
- The details of any contacts made during the course of your role are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you finish your associateship with St. Columb's School of Music Ltd.
- Contact details of associates are subject to data protection. No one is permitted to access or store information on associates that would breach data protection.

**Personal use of social media in the office environment.**

We recognise that associates may occasionally desire to use social media for personal activities in the office or by means of our computers, networks and other IT resources and communications systems. We authorise such occasional use during rest breaks so long as it does not involve unprofessional or inappropriate content and does not interfere with your role. You should not use St. Columb's School of Music Ltd. IT resources and communications systems for any matter that you wish to be kept private or confidential.

If using social media while working, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to St. Columb's School of Music Ltd. work is also prohibited.