

SOCIAL MEDIA

COSRT POLICY

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OVERVIEW

This policy applies to employees, agency staff, secondees, contractors, non-executives and other workers of COSRT.

This policy is in place to promote responsible usage of social media whilst minimising the risks to business through inappropriate use of social media; inform staff of their obligations with regard to the use of social media; and to enhance the continuing development of COSRT.

This policy deals with the use of all forms of social media and networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect business.

PERSONAL USE

Unreasonable use of social media for personal matters is not permitted during working hours or by means of COSRT computers, devices, networks and other IT resources and communications systems.

Social media use must not negatively impact on the time spent on core duties.

For social media sites or applications which are solely work or professionally based, such as LinkedIn or professional networking forums, people can state they work at COSRT, and the capacity of employment.

PROHIBITED USE

People must not make any social media communications that could damage our business interests or reputation, whether directly or indirectly. They must not use social media to defame or disparage COSRT, our staff or any third party; to harass, bully or unlawfully discriminate against staff or any third parties; to make false or misleading statements; to directly or indirectly make derogatory comments or use offensive or inappropriate language in any social media communication; or to impersonate colleagues or third parties.

Staff must not express opinions or provide advice on behalf of COSRT via social media, unless expressly authorised to do so by a manager.

People must not post comments about sensitive business-related topics, such as complaints or performance, or do anything to jeopardise COSRT's registers, confidential information and intellectual property. Social media posting or personal profiles on any social media must not include COSRT logos or other trademarks.

BUSINESS USE

If duties require someone to speak on behalf of the organisation in a social media environment, they must still seek approval for such communication from a manager. The manager may require the person to undergo training before they do so and impose certain requirements and restrictions with regard to their activities.

Likewise, if someone is contacted for comments about the organisation for publication anywhere, including in any social media outlet, the enquiry should be directed to the CEO.

RESPONSIBLE USE

When making personal use of social media, (ie not posting in your capacity as an COSRT employee) people must not imply that they are posting on behalf of the COSRT, or as a member of staff. Writing should be in the first person and use a personal email address.

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

If someone discloses their affiliation with COSRT on their business based social media profile or in any social media postings, they must state that their views do not represent those of COSRT (unless authorised to speak on COSRT's behalf). They should also ensure that their profile and any content they post are consistent with the professional image they present.

People should be aware that it is possible for social media users to connect the work they do for cosrt with other social media postings. The likelihood of this is increased if they declare on business based social media that they work at COSRT. It is therefore important to remember that when posting in a personal capacity they may still easily be identified by other users as working for COSRT even if they don't state it.

If someone is uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until they have discussed it with your manager.



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