



## Action Community Enterprises CIC (ACE)

# Social Media Policy



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### Action Community Enterprises CIC

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## Social Media Policy

### Policy statement

This policy is intended to help staff make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, LinkedIn and any other social media websites / forums.

ACE operates a strict no usage policy for staff other than for the purpose of marketing and for the authorised individuals at ACE to conduct this activity.

This policy does not form part of any contract of employment and it may be amended at any time.

### Who is covered by the policy?

This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as **staff** in this policy).

### The scope of the policy

All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of ACE and our services, employees, partners, customers, and competitors.

Breach of this policy may be dealt with under our Disciplinary and grievance policy and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

### Responsibility for implementation of the policy

The Managing Director has overall responsibility for the effective operation of this policy.

The Managing Director is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.

All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to Managing Director

### Using social media sites in ACE's name

Only the management team are permitted to post material on social media websites in ACE's name and on ACE's behalf.

## **FSA requirements**

Any communications made using social media which promotes ACE's services or products can only be made by the management team and must have been through the formal approval process.

No unauthorised communication should be made using social media which promotes ACE's services or products. Therefore non-authorised staff members must not:

- recommend, advise, discuss, promote or mention any specific ACE products
- discuss or recommend ACE's services; or
- invite or encourage any student or potential student to contact you in order to do either of the above

## **Using work-related social media**

Social Media websites may only be used by the management team for the purpose of marketing, communication and research.

No other work related social media may be undertaken other than that approved by the management team.

## **Personal use of social media sites**

Staff are not permitted to use social media websites or forums during work time.

Staff are not permitted to 'befriend' students or customer of ACE in line with our Safeguarding Policy.