



STAFF SOCIAL MEDIA POLICY

Pillar Kincardine believes in open communication and we encourage our staff to tell other about their work and to share their passion. In order to avoid any problems or misunderstandings we have put together the following guidelines for you when operating on the internet as an identifiable employee of Pillar Kincardine.

The following principles apply to professional use of social media on behalf of Pillar Kincardine as well as personal use of social media when referencing Pillar Kincardine.

- Staff will not befriend service users on any social media platforms
- When publishing content to social media that involves work or subjects associated with Pillar Kincardine, employees should use a disclaimer such as: 'The postings on this page are my own and as such may not represent the opinions of Pillar Kincardine'
- Employees are not allowed to disclose information that are financial, operational and legal in nature, as well as any information that pertains to service users. If you have signed a confidentiality agreement you are expected to follow it. If the judgement call is tough on secrets or other issues discussed, please ask your manager before you publish or forward. Please act responsibly with the information you are entrusted with.
- If you have posted something that just wasn't true be the first to respond to your own mistake. If you choose to modify an earlier post, make it clear that you have done so.
- Please respect copyright laws. If it is not yours, don't use it. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
- Don't cite or reference clients or partner agencies without their prior approval. When you do make a reference, where possible, link back to the source.
- Bear in mind that other individuals will associate you with your employer when you identify yourself as such. With this in mind please ensure that your social media accounts and their content are consistent with how you wish to present yourself at work.
- Remember that even when you act with the best of intentions anything that you post about Pillar Kincardine has the potential to harm the organisation. When you act on the organisation's behalf by distributing information, you are upholding the image of Pillar Kincardine. If you are in any doubt about posting items to your social media please seek guidance.