

# VSGWL Policy

## Online Technologies and Social Media

### Introduction

VSGWL is active on social media. We post news and updates and engage with the Third Sector, individuals and communities across West Lothian and with our Stakeholders.

This policy applies to the board, staff and volunteers

### Aims:

- Educate Employees about appropriate use of Social Media.
  - Avoid embarrassment due to inappropriate posting.
  - Remind employees of blurred personal/professional lines.
- Ensure that views are presented in a professional manner.
- Protect workplace confidentiality through the non-Disclosure of confidential or proprietary information.
- Clarify whose opinion is being expressed.
- Represent VSGWL consistently across all platforms.
- Keep all users of VSGWL Social Media interactions 'safe' and GDPR compliant.
- Avoid any complaints or litigation.

### Policy

1. VSGWL will establish a presence wherever target audiences already congregate online.
2. VSGWL will actively invite and/or engage our target audiences on these platforms.
3. VSGWL will be responsible for what we write and what we post.  
Our use of social media sites is governed by our mission and by good judgment and common sense. In general, we will tell our stories responsibly and not write or post anything that would embarrass anyone or reflect badly on VSGWL.
4. VSGWL will endeavour to ensure consistency of messages and actions across all media platforms. We will ensure that VSGWL messages remain true to our current priorities and mission, no matter what media is used. We will also encourage the voices other social media sites to enhance messages and actions being promoted by VSGWL. We will solicit ideas and stories from the Sector to help enhance our messages.

5. VSGWL will adhere to the VSGWL Data Protection and Website Privacy Policies.
6. VSGWL will respect copyright rules. We will properly cite our sources, and post only items that are covered by fair use or published under Creative Commons license. Otherwise, we will seek permission first. In addition VSGWL will get appropriate permission before we refer to or post images of current or former employees, members, vendors or suppliers.

## **Procedures**

1. The VSGWL Communications Team will maintain VSGWL official sites in social media networks and other online platforms.
2. VSGWL will explore all social networking sites and assess whether that platform will enhance our communications.
3. VSGWL presence on a social media site will be updated regularly according to the conventions of each site by the Communications Team.
4. VSGWL will be flexible and test new social media tools and functionalities not currently used.
5. VSGWL staff will create content, text, photos and film and are empowered to post directly and to deliver content through the Communications Team as appropriately.
6. VSGWL plans to develop communications so that our audiences can post directly in addition to delivering content through the Communications Team.
7. VSGWL will provide training and resources to staff and volunteers as appropriate.
8. As appropriate, we will facilitate training and resources (e.g., training, tips, ideas, and guidelines) for the Third Sector.
9. VSGWL will develop and adhere to a Style Guide.
10. Whenever possible, VSGWL will be supportive of and social media sites initiated by the Third Sector.
11. VSGWL staff and volunteers will identify themselves clearly in what is written and posted.
12. We will always identify ourselves as such in responding to posts, blogs, or other social media. We shall not engage in arguments or "flame wars," but in civil discourse.
13. The Communications Team will monitor all comments and responses to VSGWL posts. We will ensure that no spam, profanity, defamatory, inappropriate or libellous language is posted to our sites. Neither will we use such language when we post comments to other people's sites.
14. As individuals we will not use our identity as VSGWL employees, including our VSGWL email accounts, in association with personal sites.
15. Individuals are permitted to re-post or re-tweet VSGWL communications to personal social network accounts (e.g., Facebook) in support of, or to call for

actions consistent with actions being promoted by VSGWL. Such messages can and may be re-tooled into the voice of the owner, but not in a manner that could be construed as new VSGWL policy. If necessary, sample messages can be provided by the Communications Team.

16. Staff and Volunteers will ensure that any blogging and social networking activities, other than those which are part of VSGWL activities, do not interfere with work commitments.
17. Use of Social Media for personal use will be limited to lunchtimes and other rest breaks whilst at work.
18. To ensure continuity, the Communications Team will maintain a central directory of all log-in information and passwords for VSGWL presence in online platforms and social media sites. This will include all global sites, regional sites, and micro-sites that are created by VSGWL staff in their official capacity.

### Monitoring and Review

VSGWL reach across all platforms will be monitored by the Communications Team and reported to the Board as part of the CEO report.

Efficacy will be reviewed by the Communications team on an ongoing basis which will make recommendations for change and improvement to the CEO.

### Breach of Policy / Disciplinary Action

Failure to comply with this policy may result in disciplinary action.

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Date of Review	<u>16/8/21</u>		
Authorised	<u>D. Green</u>		
Title	<u>Chair</u>	Date	<u>16/8/19.</u>

