**Ability Shetland Social Media Policy**

**1. Scope and Purpose**

**Ability Shetland** seeks to use all relevant, accessible means of communication, including social media.

**2. Ability Shetland policies and social media**

Many of **Ability Shetland**’s policies and terms and conditions apply to social media and should be read in conjunction with this policy:

**3. Responsibilities for input**

Social media accounts for **Ability Shetland** will be set up by the Team Leader. Other staff/teams who wish to have a Facebook, Twitter or other social media account will seek agreement from the Team Leader. Upkeep, maintenance and input of profiles and entries will only be carried out by approved members of staff.

**4. Password protection**

Gaining access to social media accounts requires the inputting of a correct email address and user password. The password will be changed if there is any reason to believe that someone other than an **Ability Shetland** representative gains access.

**5. Privacy protection**

**Ability Shetland** will always consider the privacy of colleagues and others and will never broadcast open details (including photos of individuals)) that may reveal personal information such as home address, date of birth, street name, car number plate or other similar information

On Facebook **Ability Shetland** will have company/organisation pages, not individual accounts. Lists of people clicking on the ‘Likes’ button will only be available to **Ability Shetland.**

**6. Monitoring content**

Nothing detrimental to **Ability Shetland** will be posted on **Ability Shetland** social media sites.

Wall posts and other comments posted by others will be monitored. If posts are deemed unsuitable, they will be deleted. Postings from people who frequently post unsuitable comments will be blocked.

Update January 2023 – our public pages are unable to be commented on. Only staff who are admins are able to post.

**Ability Shetland** staff will not post comments on other social media sites, without checking content with the Team Leader or Field Worker.

**7. Personal social media**

On personal social media sites:

* If you mention **Ability Shetland** or anything connected to it you should identify that you are an employee of **Ability Shetland** and that the views expressed are yours alone and do not represent the views of the organisation.
* Unless given permission, you are not authorised to speak on behalf of **Ability Shetland**, nor to represent that you do so.
* You may not share confidential information about **Ability Shetland**
* You should exercise good judgement and post nothing detrimental to **Ability Shetland** on these sites.

**Update 14/2/23**

**Friend Requests on social media sites:**

* If staff and / or volunteers receive friend requests from those they support they must discuss this with the Fieldworker and / or Team Leader who will advise if this is appropriate or not. A decision will be made on an individual basis.
* ***Think carefully before accepting friend requests from people who access our services / receive our support. If you only know someone because of your work at Ability Shetland you shouldn’t become friends with them.***
* If someone who uses our services / support, their family or carer, contacts you about their care, or other professional or personal matters, through your private social media accounts you must tell them that you cannot mix social and professional relationships and explain to them how you should be contacted i.e. work email / telephone during your working hours.