



SOCIAL MEDIA POLICY

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Introduction

Social media is a place where people exchange information, opinions, and experiences to learn, develop and have fun. Whether you're handling the JRH Support accounts or using one of your own, employees should remain productive and avoid damaging JRH Support's reputation in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media inside and outside of the workplace.

This policy should be read in conjunction with the Professional Boundaries Policy and the Employee Handbook.

Scope

By 'social media', we refer to a variety of online communities like blogs, social networks, chat rooms and forums, as well as platforms like Facebook, X, Instagram, and Snapchat.

Using personal social media

We do not allow employees to access their personal social media accounts whilst at work. Doing so, particularly during the support of service users, is both unprofessional and a distraction from work duties.

We ask employees to be mindful when posting on their personal social media outside of work and expect them to adhere to our confidentiality policies at all times. We also caution employees to avoid violating our Anti-Bullying Policy or posting something that might make their collaboration with their colleagues inside and outside of JRH Support more difficult (e.g. hate speech against groups where colleagues belong to).

Employees should be aware that any information they make public could affect how people perceive JRH Support. If employees are using their personal social media accounts to promote and talk about JRH Support's work, they must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent JRH Support's positions, policies or opinions".

Any work related issue or material that could identify an individual who is a service user or work colleague, which could adversely affect JRH Support, a service user, or our relationship with any service user, must not be placed on a social media site. This means that work related matters must not be placed on any such site at any time either during or outside of working hours.

Employees should not follow, like or communicate with service users on their social media accounts. If at any time a service user attempts to follow a member of staff on a social media platform the request should be ignored.

Supporting service users with their social media accounts

There may be times that service users request help from staff with their own social media accounts. In these circumstances staff should exercise caution and discuss this with their line manager if they have any concerns about the service user's personal safety.

Under no circumstances should staff support service users to trace relatives through social media.

Company social media posts

We encourage employees to share posts that JRH Support have issued on social media, or like and comment positively on our posts and the work we do. Where appropriate and using the guidelines within this policy, we welcome and encourage employees to do this as it provides a human voice and raises JRH Support's profile.

If at any time employees notice a comment on our social media posts that is controversial or misrepresented, please highlight this to the General Manager who will respond as appropriate.

Paul Battershall
General Manager