



Document Control

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1.0 POLICY:

The purpose of this policy is to define the acceptable use and management of social media throughout Sunbeam House Services.

Social Media technologies take on many different forms including magazines, internet forums, weblogs, social blogs, microblogging, wikis, social networks podcast, photographs or pictures, video, rating and social bookmarking.

Any social media presence that is created for use within SHS must have approval of the Managing Director. Media queries received as a result of material posted on a social networking site by a SHS staff member should be referred to the Managing Director.

Current SHS social media sites are:

- <https://www.facebook.com/pages/Sunbeam-House-Services/112847135452252>
- <http://www.sunbeamnews.blogspot.com>
- <https://twitter.com/SunbeamHouse>
- https://twitter.com/Connect_Sunbeam
- http://www.linkedin.com/company/sunbeam-house-services?trk=hb_tab_compy_id_2808388

2.0 SCOPE:

This policy represents SHS's position and takes precedence over all other relevant policies which are developed at a local level. The policy applies to:

- All SHS Information Technology (ICT) resources which include equipment, systems and applications including cloud based applications.
- All users, and uses of SHS Information Technology (ICT) resources;
- All connections to (locally or remotely) SHS network (Local Area Network (LAN)/Wide area network (WAN))

3.0 ROLES & RESPONSIBILITIES:

3.1 *Users*

Each user of SHS's ICT resources is responsible for:-

- 3.1.1 Public events where the expectation is that media will be attending and the focus of image is not specific to an individual then a signed permission slip must be obtained from the individual
- 3.1.2 Complying with the terms of this policy and all other relevant SHS policies, procedures, regulations and applicable legislation.

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- 3.1.3 Respecting and protecting the privacy and confidentiality of the information they process at all times.
- 3.1.4 When posting on Social Media Site that is representative of Sunbeam, it must be in a professional manner and with the approval of the Managing Director.
- 3.1.5 Complying with instructions issued by the ICT Manager on behalf of SHS.
- 3.1.6 Reporting all misuse and breaches of this policy to their Senior Manager.

3.2 Senior Managers

In addition to each user's responsibilities, Senior Managers are directly responsible for:-

- 3.2.1 The implementation of this policy and all other relevant SHS policies within the business areas for which they are responsible.
- 3.2.2 Ensuring that all SHS employees who report to them are made aware of and are instructed to comply with this policy and all other relevant SHS policies.
- 3.2.3 Consulting with the ICT Manager in relation to the appropriate procedures to follow when a breach of this policy has occurred.

3.3 ICT System Administrators & Developers

Each SHS System Administrator & Developer is responsible for:-

- 3.3.1 Complying with the terms of this policy and all other relevant SHS policies, procedures, regulations and applicable legislation.
- 3.3.2 Complying with instructions issued by the ICT Manager on behalf of SHS.

4.0 GUIDELINES:

- 4.1 SHS staff posting material to social networking sites shall adhere to the following best practice guidelines:
 - 4.1.1 **Think twice before posting** - Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and SHS. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online.
 - 4.1.2 **Strive for accuracy** - Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of SHS in any capacity.

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- 4.1.3 **Be respectful** - Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person posting the message and/or on SHS.
- 4.1.4 **Remember your audience** - Be aware that a presence in the social media world is or easily can be made available to the public at large.
- 4.1.5 **On personal sites, identify your views as your own** - if you identify yourself as a SHS staff member online, it should be clear that the views expressed are not necessarily those of SHS.
- 4.1.6 **Photography** - Photographs posted on social media sites can easily be appropriated by visitors.
- 4.1.7 **Rules** - Become familiar with the terms of service and policies of sites and networks in which you participate.
- 4.2 Information posted to social networking sites must adhere to SHS's policies in force at the time.
- 4.3 Information posted to social networking sites must adhere to the legislation in force at the time. Particular attention must be paid to the following:
 - 4.3.1 Copyright and Related Rights Acts 2000, 2004 and 2007
 - 4.3.2 Data Protection Acts 1998 and 2003
 - 4.3.3 The Child Trafficking and Pornography Acts 1998 and 2004
 - 4.3.4 Defamation Act 2008
 - 4.3.5 Prohibition of Incitement to Hatred Act 1989

5.0 ENFORCEMENT

- 5.1 SHS reserves the right to take such action as it deems appropriate against users who breach the guidelines of the policy
- 5.2 Breaches of this policy by a third party, may lead to the withdrawal of SHS information technology resources to that third party and/or the cancellation of any contract(s) between SHS and the third party.
- 5.3 SHS will refer any user of its ICT resources for illegal activities to the appropriate law enforcement agencies.

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