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SOCIAL MEDIA POLICY



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POL17-SOC – Social Media Policy Classification

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POL17-SOC – Social Media Policy Classification

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2. Scope and Application

This procedure applies to all Company personnel and facilities

Failure to comply with the requirements of this procedure may result in investigation and subsequent formal action in line with the Company's Capability and Disciplinary procedures.



3. Responsibilities

CEO

Has overall responsibility for setting and directing: quality, environmental, safety and health, business continuity and information security policy and for ensuring the appropriate resources are available.

Is responsible for setting Company objectives and allocating adequate resources to meet those objectives.

Directors

Are responsible for ensuring that all SMS requirements are established, implemented, maintained and continually improved in accordance with the standards to which the Company subscribes and the legislation relative to the Company's operations.

Is responsible for ensuring that policies, procedures and associated documentation together with the required systems and associated training are developed and cascaded to individual teams.

Are responsible for reviewing, issuing and amending all SMS documentation and for providing information and training at all levels of the Company.

Are responsible for assessing compliance with this procedure during all internal audits.

Document Owners

Are responsible for all SMS documentation relevant to their department or area of work.

Document Authors

Are responsible for ensuring that they follow the style guide and process defined within the procedure when producing new or revising existing, SMS documentation.

All Team Members

Are responsible for ensuring they understand Company policy and procedures and follow the processes at all times.

4. Policy Statement



The organisation recognises and accepts that its employees may keep personal blogs on the internet and that internet social networking sites, such as Facebook and Twitter, are a useful way of interacting socially with colleagues and friends. While the organisation does not wish to discourage employees from accessing such sites on the internet outside of working hours, nonetheless it expects certain standards of conduct to be observed to protect both its legitimate business interests and its employees from the dangers of inappropriate use. This policy applies to all employees of BASEGREEN ACADEMY, including freelancers, and applies both inside and, in certain circumstances, outside the workplace.

5. Overview

This policy sets out to clarify what is and is not accepted behaviours of employees of BASEGREEN ACADEMY in relation to their use of social networking channels inside and outside of the workplace. This policy also outlines the procedure for employee use of LinkedIn to promote the organisation's services to ensure compliance with data protection regulations as detailed within the Data Protection Act (2018) to protect the privacy of its learners' and customers' personal data. Failure to comply with General Data Protection Regulations (GDPR) may result in financial repercussions from the Information Commissions Office (ICO). This policy also outlines the expected behaviours and precautionary measures its employees should take to protect the perception of the organisation to learners, employers and stakeholders as part of the education sector with consideration of the Safeguarding Vulnerable Groups Act 2006 to safeguard its learners.

6. Procedure

In the workplace:

- Employees must not access social networking sites during working hours. Access using the organisation's IT systems is restricted to lunch breaks and before and after the working day, unless specific permission is granted by the line manager.
- Employees may not use the organisation's corporate social networking site for personal blogs.
- Employees must not be granted access to corporate social networking profiles without written consent from Marketing.
- Employees must make it clear when posting information or comments on corporate social networking sites that any personal views which are expressed do not represent those of the organisation.
- Employees must not create social networking accounts which are intended to represent the organisation without written approval from Marketing.
- Employees must not create social networking accounts using the name or visual branding of the organisation without written approval from Marketing.
- Employees must not associate company email addresses with social networking accounts unless written approval has been given by Marketing.
- Employees must not post information on a social networking or social networking site which is confidential to the organisation, its suppliers or its customers.



- Employees must not post entries on the corporate social networking site which are derogatory, defamatory, discriminatory or offensive in any way, or which could bring the organisation into disrepute.
- Employees should be aware that blogs may create documents which the courts can order to be disclosed for use in litigation. Consequently, employees will be assumed to have written any contentious items unless they can prove definitively that they have not done so.
- The organisation will monitor its IT systems as is deemed necessary in order to prevent inappropriate usage.

Outside the workplace:

- Offensive, defamatory or inappropriate comments about the organisation, its customers, suppliers or any of its employees that employees write on social networking sites will not be tolerated.
- Employees must not make discriminatory or offensive comments about work colleagues on social networking sites.
- Employees must not divulge confidential information about, or belonging to, the organisation, its customers or suppliers on social networking sites.
- The above principles apply equally to information or comments posted by employees from their home (or other personal) computers and irrespective of whether the posts are done during working hours or in the employee's own personal time.

7. LinkedIn Use

The organisation recognises that employees often use corporate networking site, LinkedIn, to build connections to support business development and recruitment activity. The use of personal LinkedIn profiles to develop useful connections to support business growth is encouraged, however the following guidelines must be adhered to:

- Employees must not share employer information and photographs to promote the partnership before a Services Agreement has been signed and returned.
- Employees must obtain written consent in email form from all individuals within photographs before an image and/or personal data can be shared on LinkedIn. This consent must be stored electronically and easily accessible upon request. For further guidance on this please consult the Data Protection Officer.
- Employees must use their formal job title and accurate employment dates within their employment history when referencing BASEGREEN ACADEMY and must change their employment record to reflect termination of contract upon end of employment.
- If employees wish to use company branding within their profiles, they must obtain correct materials from Marketing.



8. Personal Profiles

The organisation recognises that employees use social networking sites for their own personal use away from the workplace. Due to the nature of the organisation and the sector it operates in, the organisation reserves the right to request employees to amend or remove content or profiles which are deemed to negatively impact the perception of the organisation. Requests of such nature may be made where it is the opinion of the organisation that the content/profile is inappropriate for our learners, employers and stakeholders to view and is not in line with the expectations of working in the education sector. The organisation expects its employees to present themselves as professional at all times, and requests to amend or remove content or profiles may be in relation to the following:

- Use of offensive or discriminatory language
- Sharing of content of a sexual, explicit, discriminatory, offensive or illegal nature
- Association with social networking sites which are deemed inappropriate for individuals working in the education sector
- Expression of political views and opinions of a controversial nature

Where employees choose to use social networking sites for their own personal use away from the workplace, the following recommendations are made to protect the privacy of those individuals:

- Privatised all social networking profiles and content to restrict visibility to the public
- Anonymise profile names to prevent learners, employers and stakeholders from attempting contact
- Refuse access requests from learners, employers and stakeholders
- Consider the impact of the content posted, profile details and social networking presence on the perception of your professionalism



9. Implementation

- Employees whose conduct breaches this policy in any way will be subject to disciplinary action in accordance with the organisation's disciplinary procedure up to, and including, dismissal.
- Any blog entries made inside or outside the workplace that are defamatory, derogatory, or discriminatory about the organisation, its customers, suppliers or employees will be investigated as gross misconduct. If substantiated, such conduct may lead to summary dismissal after the due process of the organisation's disciplinary procedure has been followed.
- Refusal to amend/remove social networking content or profiles which are deemed inappropriate for employees operating in the education sector may result in disciplinary action in accordance with the organisation's disciplinary procedure up to, and including, dismissal.

This policy does not form part of the contract of employment and any or all its terms may be amended from time to time.

For any questions regarding this policy or the stated guidance and procedures, please contact Mathew.woodhead@basegreen.co.uk



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