

---

**Cerebral Palsy Sport**

**No: CPS051**

**CP Sport Social Media Policy**

**Version 5**

**Author: A Talbot**

**Date: 7 February 2019**

---

### **Purpose:**

Cerebral Palsy Sport's social media policy provides guidance on the procedures that will support and underpin the use of social networking and other online services relating to all aspects of Cerebral Palsy Sport's operations. It is important that all team members, volunteers, coaches, officials/referees and anyone working at the event (including volunteers) are aware of this policy and agree to the following terms.

### **1. Scope of the policy**

- a. Cerebral Palsy Sport recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs and wikis. However, use of social media can pose risks to our confidential and proprietary information, and reputation, and can jeopardise our compliance with legal obligations.
- b. To minimise these risks, to avoid loss of productivity and to ensure that our IT resources and communications systems are used only for appropriate business purposes.
- c. This policy covers all individuals working at all levels and grades, including managers, officers, directors, employees, consultants, contractors, home-workers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as **"staff"** in this policy).
- d. This policy is not contractual and it may be amended at any time.

### **2. Policy Statement**

- a. The organisation's Social Media policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.
- b. It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.
- c. Breach of this policy by an employee may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach.
- d. Any team member suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

- e. Team members may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

### 3. Implementation of Policy

- a. Our Board of Trustees has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility for its operation to the Chief Executive and the operational team. Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks also lies with the Chief Executive.
- b. All Senior Managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all team members understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.
- c. All team members are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Chief Executive. Questions regarding the content or application of this policy should also be directed to the chief Executive.

### 4. Compliance with related policies and agreements

- a. Social media should never be used in a way that breaches any of our other policies. For example, team members are prohibited from using social media to:
  - i. breach any obligations they may have relating to confidentiality;
  - ii. defame or disparage Cerebral Palsy Sport or its affiliates, members, business partners, sponsors or other stakeholders;
  - iii. harass or bully other team members in any way or breach our bullying and harassment procedure;
  - iv. unlawfully discriminate against other staff or third parties [or breach our Equality and Diversity Policy CPS041];
  - v. breach data protection (for example, never disclose personal information about anyone online);
  - vi. Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).
  - vii. Team members should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to Cerebral Palsy Sport and create legal liability for both the author of the reference and Cerebral Palsy Sport.
  - viii. Employees who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

## 5. Personal use of social media

- i. The organisation recognises that team members may work long hours and occasionally may desire to use social media for personal activities at the office or by means of our computers, networks and other IT resources and communications systems. Cerebral Palsy Sport authorises such occasional use so long as it does not involve unprofessional or inappropriate content and does not interfere with your employment responsibilities or productivity.
- ii. While using social media at work, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to Cerebral Palsy Sport's business are also prohibited.]

## 6. Monitoring

- a. The contents of Cerebral Palsy Sport's IT resources and communications systems are our property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.
- b. The organisation reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities. This is to ensure that our rules are being complied with and for legitimate business purposes and team members consent to such monitoring by:
  - i. Your acknowledgement of this policy and your use of such resources and systems.
- c. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.
- d. We may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.
- e. Do not use our IT resources and communications systems for any matter that you wish to be kept private or confidential from Cerebral Palsy Sport.

## 7. Business use of social media

- a. If your duties require you to speak on behalf of Cerebral Palsy Sport in a social media environment, you must still seek approval for such communication from your Senior Manager, who may require you to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.

- b. Likewise, if you are contacted for comments about Cerebral Palsy Sport for publication anywhere, including in any social media outlet, direct the inquiry to your Senior Manager and do not respond without written approval.
- c. The use of social media for business purposes is subject to the remainder of this policy.

#### 8. Recruitment

- a. Cerebral Palsy Sport may use internet searches to perform due diligence on candidates in the course of recruitment. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.

#### 9. Responsible use of social media

- a. The following sections of the policy provide team members with common-sense guidelines and recommendations for using social media responsibly and safely.
- b. To protect our business reputation, team members must not post disparaging or defamatory statements about Cerebral Palsy Sport, our affiliates, members, business partners, sponsors or other stakeholders. Team members should also avoid social media communications that might be misconstrued in a way that could damage our reputation, even indirectly.
- c. Team members should make it clear in social media postings that they are speaking on their own behalf. Write in the first person and use a personal e-mail address when communicating via social media.
- d. Team members are personally responsible for what they communicate in social media. Remember that what you publish might be available to be read by the masses (including Cerebral Palsy Sport itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.
- e. If you disclose your affiliation as an employee of Cerebral Palsy Sport, you must also state that your views do not represent those of your employer. For example, you could state, "the views in this posting do not represent the views of my employer". You should also ensure that your profile and any content you post are consistent with the professional image you present to members and colleagues.
- f. Avoid posting comments about sensitive business-related topics, such as our performance. Even if you make it clear that your views on such topics do not represent those of Cerebral Palsy Sport, your comments could still damage our reputation.
- g. If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your Senior Manager.
- h. If you see content in social media that disparages or reflects poorly on Cerebral Palsy Sport, you should contact the Chief Executive. All team members are responsible for protecting our business reputation.

- i. In showing respect for colleagues at Cerebral Palsy Sport, affiliates, members, business partners, sponsors or other stakeholders, do not post anything that they would or might find offensive, including discriminatory comments, insults or obscenity.

#### 10. Staff responsibility for social media.

- a. It is the responsibility of all team members to ensure that there is content and posts for social media outlets before, during and after events.
- b. It is the responsibility of the event lead to coordinate social media posts on both Facebook and Twitter during events. The officer can either do this themselves or assign the role to another member of the team / volunteer.
- c. For a volunteer, they have to be provided with clear guidance from the event lead as to what content and images are needed.

#### Related Documents:

[CPS019 Safeguarding Policy](#)

[CPS046 ICT Policy](#)

#### Document Control:

Policy Details			
<b>Policy</b>	Cerebral Palsy Sport Social Media Policy – G,C& HR SC		
<b>Status</b>	Pending Approval	<b>Version number</b>	V2.0 – 18.08.16
<b>Approved by:</b>	G,C & HR SC	<b>Date Approved</b>	13.10.16
<b>Status</b>	Reviewed	<b>Version number</b>	3
<b>Reviewed by</b>	CEO	<b>Date Approved</b>	20.07.17
<b>Review Due</b>	19.07.18		
<b>Reviewed by</b>	CEO	<b>Date reviewed</b>	05.11.18
<b>Review Date</b>	05.02.19		
<b>Reviewed by</b>	CEO	<b>Date reviewed</b>	07.02.19
<b>Review Date</b>	05.02.20		