

WITHAM AND HUMBER DRAINAGE BOARDS

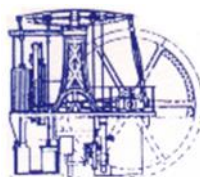
Four independent statutory Land Drainage and Flood Risk Management Authorities working in partnership.



Witham First District IDB



Upper Witham IDB



Witham Third District



North East Lindsey

www.witham3idb.gov.uk

Social Media Policy

Background	The Witham and Humber Drainage Boards' operates a social media policy to govern the use of this media within the Boards'. The policy covers profile pages and other resources maintained by employees on networking sites including, but not limited to, Facebook, Instagram, Snapchat, Twitter and LinkedIn, as well as blogs, forums, message Boards', review sites and online polls.
Statement	<p>This policy sets out how employees must behave when using the Boards' social media platforms and governs how employees should refer to and promote the Boards' on their own personal accounts.</p> <p>It is important that employees using social media in the workplace use it in a way which does not adversely affect the Boards' reputation.</p>
Responsibilities	<p>The Boards' social media use policy is applied in conjunction with other relevant policies. This policy applies to all employees, contractors and volunteers who use social media either for personal or professional reasons.</p> <p>It is important that employees using social media in the workplace use it in a way which does not adversely affect the Boards' reputation.</p>
Approval Date	July 2020
Review Date	HR Lead to review and revise this policy as necessary

1. INTRODUCTION

- 1.1 This policy defines the requirements for the personal use of social media and personal electronic devices at work.
- 1.2. It supports other Board policies in this area, including the Board's Code of Conduct.
- 1.3. The use of Board approved social media websites, channels and feeds, along with further guidance on the use of social media sites is covered in this policy.

2. SOCIAL MEDIA

- 2.1. For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum.

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- 2.2. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video- and image-sharing websites such as YouTube and Flickr.
- 2.3. There are many more examples of social media than can be listed here and this is a constantly changing area. Social media can be a distracting technology which causes a negative effect on the productivity of employees working for the Boards', however, it can also be an engaging platform that enables the Boards' to build new relationships with new and existing customers.

3. USE OF SOCIAL MEDIA AT WORK

- 3.1. Personal use of social media is permitted provided that the Corporate Information Security Policy is adhered to and it does not impact on an employee's job or interfere with the performance of other work colleagues doing their job.
- 3.2. The use of personal social media must be during employees own time, for example, before starting work, during breaks or after work. Any exceptions to this must be agreed in advance by the employee's line manager.
- 3.3. Employees are permitted to use Board approved social media websites and feeds as part of their normal work duties and if agreed in advance with the employee's line manager.
- 3.4. In some circumstances, personal social media channels may be used for professional purposes while at work. The conditions for this must be agreed in advance with the employee's line manager.
- 3.5. Employees are permitted to use the Board's computers or devices and/or their own computers or devices in the workplace to access personal social media provided that this is during their own time, for example, before starting work, during breaks or after work. Any exceptions to this must be agreed in advance by the employee's line manager.
- 3.6. The use of Board computers or devices for personal use outside of normal working hours must comply with the Corporate Information Security Policy and only take place with prior manager approval.
- 3.7. Under normal circumstances, the use of Board computers or devices for personal use outside of normal working hours is not permitted.

4. MONITORING USE OF SOCIAL MEDIA DURING WORK TIME

- 4.1. The Board reserve the right to monitor employees' internet/social media usage whilst using Board devices.
- 4.2. If the Board considers there are valid reasons for checking an employee's internet/social media usage include suspicions that the employee has:
 - been spending an excessive amount of time using social media sites for non- work-related activity
 - acted in a way that is in breach of the rules set out in this policy
 - breached the Code of Conduct

Access to particular social media sites is likely to be withdrawn in cases of misuse.

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5. PERSONAL MOBILE DEVICES

- 5.1. Personal mobile devices and phones should not be used excessively during work hours.
- 5.2. Reasonable use of a personal mobile device is permitted for making or receiving calls in the event of an emergency or for exceptional personal reasons.
- 5.3. Employees should also recognise that ringtones can be disruptive to other work colleagues and accordingly, the manager may request that personal mobile devices be set to 'silent mode' during working hours.
- 5.4. In cases where a manager considers that an employee is making or receiving an unreasonable amount of personal calls or text messages during working hours, they are permitted to reasonably request that the employee turns off their mobile device during working hours.

6. SOCIAL MEDIA & PERSONAL DEVICES MISUSE

- 6.1. Breaches of this policy may lead to disciplinary action.
- 6.2. Serious breaches of this policy, for example bullying, use of inappropriate language, accessing inappropriate and/or offensive channels or social media activity causing serious damage to the Board, may constitute gross misconduct and lead to summary dismissal.
- 6.3. Disciplinary action may be considered where employees continue to use personal devices after such requests and/or fail to comply with the original request to turn off their device.

7. RESPONSIBILITIES

- 7.1. The Senior Management Team is responsible for ensuring that employees are aware of their work-related and personal responsibilities.
- 7.2. All managers are responsible for ensuring that those in their teams understand this policy and abide by it, and for giving guidance on the appropriate use of social media sites in the workplace. HR Lead are responsible for advising and supporting managers in the application of the policy.
- 7.3. Advice and guidance may be obtained by contacting HR Lead.

8. PERSONAL USE OF SOCIAL MEDIA

- 8.1. While accounts of Board employees are their own business, it is still possible for the content posted on them to affect their professional standing and/or that of their employer.
- 8.2. To mitigate this risk, employees may not wish to include any reference to, or post comments about, the Board, their job role, colleagues, or partner organisations.
- 8.3. If, however, they do wish to refer to their employment with the Board on a personal social media profile, they must ensure the following actions:

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- Declare somewhere on their page or biography that the views expressed are theirs alone and do not reflect the views of Witham and Humber Drainage Boards'
- Must not damage the Boards reputation or brand and/or bring the 4 Board into disrepute
- Must not compromise or reveal any potentially confidential or sensitive information about the Board that they may have come across in their work duties
- Do not use any Board-owned images or logos
- Must not breach copyright or data protection
- Must not contain libel or defamatory content
- Must not engage in bullying or harassment
- Be of illegal, sexual or offensive content
- Use the name of the 4 Boards' to promote products or political opinions
- Do not include contact details or photographs of work colleagues, visitors or customers
- Do not make offensive comments about the Board, members, colleagues or members of the public as this is a disciplinary offence and may lead to disciplinary action
- In some circumstances, personal social media channels may be used for professional purposes while at work. The conditions for this must be agreed in advance with the employee's line manager.

9. SOCIAL MEDIA AND RECRUITMENT

- 9.1. Recruitment processes are increasingly utilising social media as a method of engaging job-seekers. Due to the increasing amount of content posted online, viewing candidate's social media profiles is a quick and effective way of checking details contained in a CV or getting an idea of the personality of the candidate.
- 9.2. Witham and Humber Drainage Boards' permit authorised staff who are involved in the recruitment processes to review or access candidate's social media profiles.
- 9.3. Before accessing a candidate's social media profile , permission must be sought from the HR Lead. Permissions will only be given once assessment of the reasons, purpose and benefits it will bring to the process, which cannot be found elsewhere, have been established. Once permission is given, the recruiter must make a copy of any information obtained and provide this to Human Resources Lead to be kept as evidence of the search.
- 9.4. Accessing of the candidate's profile page may be disclosed to the candidate during the recruitment process. Where information is discovered that makes the candidate unsuitable for the position, the candidate will be notified and they will be entitled to make representations about the information and their unsuitability.

10. LEGAL ISSUES

- 10.1 Employers can be held legally responsible for online content published by their employees. Employees should take the following into consideration when using social media:
- 10.2. Be aware of the overall Board policy and guidelines for using social media, whether this is for personal use or as a part of their working role.
- 10.3. Be familiar with the legal issues and risks before posting about colleagues or sharing information about the Board.

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- 10.4. Consumer Protection from Unfair Trading Regulations forbids creating fake blogs, falsely representing oneself as a customer and falsely advertising on social media sites.
- 10.5. Examples of social media activities outlawed under the Consumer Protection from Unfair Trading Regulations are:
- Creating fake blogs ('ghosting')
 - Falsely representing oneself as a customer
 - Falsely advertising on social media sites

11. DEFAMATION

- 11.1. Defamation is the act of making a statement about a person or company that is considered to harm reputation, for example, by lowering others' estimation of the person or company, or by causing them to lose their rank or professional standing.
- 11.2. If the defamatory statement is written down (in print or online) it is known as libel. If it is spoken, it is known as slander.
- 11.3. Posting a defamatory statement online or recording it on a podcast would both be examples of libel.

12. IMAGES

- 12.1. It is illegal to use graphics or photographs from the internet without permission. Ensure that anyone giving permission to use an image is the original copyright owner.
- 12.2. Check the licensing agreement of photographs in any existing archives before use.
- 13.2. Do not take or use any photographs of children who appear to be under the age of 18 without permission from a parent or guardian. Permission is non-transferable from a third party.