



Social Media Policy

Inmind Reference:	HR13
Category:	Human Resources
Version Number:	1
Reviewed on:	February 2018
Next review date:	February 2020
Lead Officer:	HR Manager
Equality Impact Assessment completed:	Yes

Applicable Legislation/Regulations:
The Employment Act 2008 The Data Protection Act 1998 The Care Act 2014
Codes of Practice:
Purpose:
To encourage good practice in the use of social media by Inmind Healthcare Group staff. To protect Inmind, its employees and service users. To clarify how existing Inmind policies and guidelines apply to the use of social media.

Version Control Table		
Date Ratified	Version Number	Status
	1	Live

Date	Key Revision
12/02/18	New policy

Please check to ensure this is the most current electronic copy of this document as it is updated and published in electronic format only (hard copies may become out of date).

1.0 The Policy

- a) Social media is a fast growing phenomenon. Popular sites include Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn and Google+.
- b) Social media as a communication medium has created increased opportunity for interactions that may have an impact upon the Company.
- c) The policy aims to encourage good practice in the use of social media by Inmind Healthcare Group employees and to protect Inmind, its employees and its service users.

2.0 The Procedure

- a) Generally, if an individual's personal internet presence does not make reference to their employment with Inmind Healthcare Group, the content is unlikely to be of concern to the Company.
- b) Employees are advised to use a disclaimer which protects the Company, for example 'These are my personal views and not those of Inmind Healthcare Group'. However, employees should also consider the 'public' accessibility of their personal internet presence prior to posting any content traceable to their employment with Inmind, giving consideration as to who is able to view their content, and the likely audience of the post.
- c) Employees are entitled to talk about the Company; however, anything which may bring the Company into disrepute may constitute misconduct or gross misconduct, leading to disciplinary action being considered. Please refer to Disciplinary Policy.
- d) Employees are reminded that the usual standards of behaviour and conduct expected by the Company on a day-to-day basis apply equally to the use of social media. In this respect, the Company may refer to social media sites when investigating personal grievances or allegations of misconduct including bullying or harassment. Please refer to the Disciplinary Policy and the Dignity at Work Policy.
- e) Employees must avoid revealing confidential information about Inmind, its staff or its service users (see also Information Governance Policy).
- f) Care should be taken by employees to avoid situations which may give rise to a conflict of interest, for example payment for site content.
- g) If an employee receives contact from the media or press regarding site content which relates to Inmind, the employee must refer the matter to their Registered Manager and should not respond directly.
- h) Employees are not permitted to access or update their personal social media sites during paid working time.
- i) Employees must not set up any official Inmind site/group without written approval from their Registered Manager.

Appendix 1

Equality Impact Assessment for this policy

Protected Characteristic (domain)	Area of conflict	Resolution
Age	Nil	N/A
Disability	Nil	N/A
Gender Reassignment	Nil	N/A
Pregnancy & Maternity	Nil	N/A
Race	Nil	N/A
Religion or Belief	Nil	N/A
Sex	Nil	N/A
Sexual Orientation	Nil	N/A
Marriage and Civil Partnership	Nil	N/A

All relevant persons are required to comply with this policy and must demonstrate sensitivity and competence in relation to diversity in race, faith, age, gender, disability and sexual orientation. If you feel you are disadvantaged by this policy, please contact the Registered Manager and the service will actively respond to the enquiry.