



Social Media Acceptable Use Guidelines

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1 INTRODUCTION

Lothian Valuation Joint Board (LVJB) recognises the benefits that the use of social media can bring to the organisation. The use of social media to further the interest of and to support the business of LVJB is encouraged. However, approval should always be sought from managers where such use is proposed.

These guidelines apply to all employees of LVJB and should be read in conjunction with other LVJB's policies, such as the Email and Internet Policy, Data Protection Policy and Data Breach Policy.

2 SCOPE AND PURPOSE

These guidelines outlines what the LVJB views as unacceptable use of social media for both business and personal purposes, whether posting on social media using work related or personal accounts.

LVJB has no direct control over the information employees choose to disclose on social networking sites. However, employees must bear in mind the need to protect the reputation of LVJB, their own privacy, the privacy of colleagues and the confidentiality of LVJB information/data in any communications or statements they make available to members of the general public, which includes family and friends outside LVJB.

Social media can include, but is not limited to Facebook, Twitter, Google+ and LinkedIn and is generally identified as web based forums where individuals communicate with the general public, colleagues, family and friends. These guidelines extend to other personal use of the internet for communication, e.g. blogs, YouTube and non-work email lists.

3 RESPONSIBLE USE OF SOCIAL MEDIA

The expectation would be that employees behave professionally in all situations which relate directly or indirectly to LVJB and should conduct themselves in a way which acknowledges the standards of behaviour expected within these guidelines and the other LVJB policies stated above.

Most social networks have their own rules and guidelines, which should be followed. All employees are also subject to the following guidelines;

- ▶ Do not post messages that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive.
- ▶ Be Civil, tasteful and relevant.
- ▶ Do not swear.
- ▶ Do not post content copied from elsewhere, for which you do not own copyright.
- ▶ Do not publicise you, or anyone else's, personal information, such as contact details.
- ▶ Do not advertise products or services.
- ▶ Do not impersonate someone else.
- ▶ Do not post the same message, or a very similar message, more than once, also called "spamming".
- ▶ LVJB and its employees must be politically neutral in its communications. Please do not use any of the LVJB social media forums to promote party political messages or other content.

LVJB reserves the right to remove any contributions that break these rules.

4 GENERAL GUIDANCE ON THE USE OF SOCIAL MEDIA

- ▶ If using social media in their capacity as an employee, it is important to ensure that LVJB's interests are considered, where in doubt advice should be sought in the first instance through the employee's manager.
- ▶ Employees must also bear in mind their audience when posting on social media sites. They should ensure that those who are able to access the information they post have the right to see it, and also that it is appropriate that they see such information.
- ▶ Employees should always remember that any information disclosed through personal accounts on social media networking sites is disclosed in a personal capacity and never on behalf of LVJB.
- ▶ Where employees disclose their association with LVJB through Social Media used for personal purposes views they publish should be presented as purely personal views rather than being representative of the views of LVJB

5 CONFIDENTIAL INFORMATION

Employees of LVJB must not disclose confidential information, or sensitive business related information through social media.

Additionally, employees must always ensure compliance to the provisions of the GDPR and Data Protection Act 2018, and as such ensure that they do not disclose information which could constitute a breach of the data protection laws.

6 ACCOUNT SECURITY

Employees must always ensure that security information for work and personal related accounts remains confidential, and that they do not disclose log-in information, including passwords, to people who are not authorised to use these accounts.

Where unauthorised access has been gained to an account, there is the possibility of further security breaches and potential damage to personal and/or LVJB's reputation.

If an employee believes that unauthorised access has been gained to a work related account, they should contact the ICT Helpdesk in the first instance for advice.

7 ENFORCEMENT

Regardless of how the information comes to light, an investigation may be undertaken. Disciplinary action may result if following an investigation there is evidence of damage to:

- ▶ The reputation of LVJB
- ▶ The working relationships within the LVJB
- ▶ Working relationships with external partners
- ▶ Relationships with stakeholders and service providers

8 COMPLAINTS

If you have a concern about something posted on a page which LVJB is responsible for please contact governance@lothian-vjb.gov.uk