Employee Social Media Policy

Emil Dale School of Performing Arts (EDSA) & Emil Dale Academy (EDA)***

*** *In this policy, the abbreviation of EDA will be used to cover all business streams*

1. Aims

EDA recognises and embraces the benefits and opportunities that social media can bring as a tool.

For the purposes of this policy, social media is defined as a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums, anonymous apps, blogs, video-and image-sharing websites and similar facilities. There is, however, an inherent risk involved in using social media, in that it is an instantaneous and far-reaching form of communication and inappropriate use can impact upon employees, students and the reputation of EDA.

EDA encourages employees to engage, collaborate and innovate through social media; however, wherever and whenever the employee does this, they must be aware of the potential impact on both themselves and EDA.

This policy is intended to minimise the risks of social media which can impact on the wellbeing of students and employees and the reputation of EDA, so that students and employees can enjoy the benefits of social networking whilst understanding the standards of conduct expected by EDA.

2. **<u>Statutory   &   Legal   Framework</u>**

EDA will act in accordance with the following legislation and guidance:
- Data Protection Act 2018
- National Cyber Security Centre guidance

This policy compliments these existing EDA policies:
- Acceptable use (IT) Policy
- Bring Your Own Device Policy
- Privacy & Data Governance Policy

3. <u>Definitions</u>

Social Media

'Social Media' is used to describe virtual channels dedicated to live streamed or scheduled uploads, community-based input, interactions, content sharing and collaboration through the building of virtual networks and communities. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation and wikis are among the different types of social media. It also includes any other means of communicating on the internet where members of the public (including staff or students) may reasonably access the communication. They currently include, but are not limited to, Facebook (and Messenger), Instagram, WhatsApp, Snapchat, Allo, TikTok, Twitter, LinkedIn, Reddit, YouTube, Flickr, Pinterest, and Google+.

4. Scope

This policy relates to all employees who create or contribute to social media. It should be applied to all use and all forms of social media where there is potential impact on EDA, whether for work-related or personal use, whether during working hours or otherwise, whether social media is accessed using EDA IT facilities and equipment, or equipment that belongs to employees or any other third party.

5. <u>Policy</u>

<u>Employee Principles</u>

- Employees should only comment within their own area of expertise to provide individual perspectives on non-confidential activities at EDA.
- Employees should not post as a representative of EDA unless specifically authorised to do so by a member of EDA management.
- Employees should not be "friends" or follow students on social media.
    - If there is an instance where an Employee is aware of a student following them on social media, it is strongly encouraged for the Employee to remove them as a follower.
- Employees are recommended to have "Private" profiles on social media, if their profile is "Public", always consider the impact of any posts or communications on themselves, students and EDA.
- Employees should never represent themselves or EDA in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
- Use common sense and common courtesy. Employees should ask permission to publish or report conversations that are meant to be private or internal to EDA. EDA's privacy, confidentiality and legal guidelines for external communication should not be violated by an employee's efforts to be transparent.
- Where employees access social media for work-related purposes or personal use using EDAs IT facilities and equipment, EDA's Acceptable Use (IT) policy will apply.
- Where appropriate, EDA reserves the right to monitor use of social media platforms and take appropriate action to protect against any misuse that may be harmful to them, in accordance with the Acceptable Use (IT) Policy and BYOD Policy, where the law permits.
- Employees should seek guidance before participating in social media when the topic being discussed may be considered sensitive (e.g., a crisis situation, intellectual property, issues which may impact on EDA's reputation, commercially sensitive material). Social media activity around sensitive topics should be referred to the Business and Strategy Manager, Principle or Deputy Principle.
- If an employee's use of social media is considered to be derogatory, discriminatory, bullying, threatening, defamatory, offensive, intimidating, or harassing, therefore breaching policy or procedure, EDA may take action under the Disciplinary Policy Procedure. This can also include comments, videos, or photographs, which have been posted on social media sites about EDA, students, work colleagues or managers.
- An employee should not engage in illegal activity through social media or engage in any activity that promotes terrorism. The very fact of possessing or disseminating terrorist material may be sufficient to warrant an investigation by the police and a member of staff would be put in the position of having to advance a credible defense.
- EDA's response to any misuse of social media in a personal capacity will be reasonable and proportionate to the perceived offence; the nature of the postings/comments made and the impact or potential impact on EDA.
- Social networking sites may be referred to when investigating possible misconduct/gross misconduct.
- Employees should be aware of security threats and be on guard for social engineering and phishing attempts. Social networks can also be used to distribute spam and malware. Employees should act in accordance with the BYOD Policy and Acceptable Use (IT) Policy at all times.
- EDA may require employees to remove social media postings which are deemed to constitute a breach of these principles and failure to comply with such a request may, in itself, result in disciplinary action.

Responsibilities

- Employees should be transparent and state that they work for EDA if they are posting about EDA. If you are writing about EDA or a competitor, use your real name, identify that you work for EDA, and be clear about your role. EDA discourages employees from posting online anonymously or using pseudonyms.
    - Please note that it is **not** acceptable for any employee to post any EDA class/show/general content onto their own social media channels, unless if they are sharing a post that either EDA, The Factory Playhouse, Dale Hammond Associates, or Emil Dale Part-Time have already posted onto their public social media accounts.
- You should never impersonate another individual.
- Line managers are responsible for addressing any concerns and/or questions arising out of the use of social media.
- Employees are responsible for their words and actions in an online environment and are therefore advised to consider whether any comment, photograph or video they are about to post on a social networking site, is something that they would want students, colleagues and other employees of EDA, their manager or people outside EDA to read.
- Should a student message an employee privately on social media, EDA expect for this to be fully disclosed to the Employees line manager. EDA ask that Employees do not respond to the student under any circumstances. This also applies for any text messages, WhatsApp messages etc should a student manage to obtain contact details.
- Employees should only contact EDA students through their EDA email addresses or posts on EDA's Microsoft Teams. If an Employee does not have and EDA email address or an EDA Microsoft Teams account, all communication should go through the Employees line manager.

Document Review

Version Number	Date of Issue	Review Date	Author	Changes Made/ detail
01	July 2020	July 2021	-	-
02	12th November 2021	July 2022	Eden Tinsey	Correction of spelling errors in Section 5
03	2nd February 2022	February 2023	Eden Tinsey	Adaptations made to Section 5. Additions made to 'Responsibilities'
04	25th April 2022	April 2023	Eden Tinsey	Additions made to 'Responsibilities' in Section 5.