**NorWest Community Services**

**Social and Digital Media Policy and Procedure**

Contents

[Purpose: 1](#_Toc148442608)

[Scope: 1](#_Toc148442609)

[Conduct guidelines: 2](#_Toc148442610)

[Professional Conduct: 2](#_Toc148442611)

[Confidentiality and Privacy: 2](#_Toc148442612)

[Intellectual Property and Copyright: 2](#_Toc148442613)

[Representing the Organisation: 2](#_Toc148442614)

[Security: 2](#_Toc148442615)

[Monitoring and Compliance: 2](#_Toc148442616)

[Usage Guidelines: 2](#_Toc148442617)

[Facebook, Twitter, LinkedIn, Instagram, etc.: 2](#_Toc148442618)

[Blogging and Microblogging: 2](#_Toc148442619)

[Multimedia Sharing: 3](#_Toc148442620)

[Acknowledgment: 3](#_Toc148442621)

[Individual acknowledgement 3](#_Toc148442622)

[Management acknowledgement 3](#_Toc148442623)

# Purpose:

The purpose of this policy is to provide guidelines for the appropriate and responsible use of social and digital media platforms by employees, volunteers, and representatives of NorWest Community Services. This policy aims to maintain a positive online presence, protect the organisation's reputation, and ensure the privacy and security of our clients, employees, and stakeholders.

# Scope:

This policy applies to all employees, volunteers, and individuals representing NorWest Community Services on social and digital media platforms, both during work hours and in personal capacities when mentioning or referencing the organisation.

# Conduct guidelines:

## Professional Conduct:

* Be respectful, ethical, and considerate in all online interactions.
* Do not engage in online disputes, offensive language, or discriminatory behaviour.
* Ensure that personal opinions are clearly identified as such and not representative of the organisation's views.

## Confidentiality and Privacy:

* Do not disclose confidential or sensitive information about clients, employees, or the organisation on social media.
* Respect the privacy of clients and colleagues. Do not post photos, videos, or personal information without their consent.

## Intellectual Property and Copyright:

* Do not use copyrighted materials without proper authorisation or citation.
* Properly attribute and reference sources when sharing information.

## Representing the Organisation:

* Clearly state your affiliation with NorWest Community Services when discussing matters related to the organisation.
* Refrain from making statements on behalf of the organisation without proper authorisation.

## Security:

* Use strong, unique passwords for all social media accounts associated with the organisation.
* Be cautious of phishing attempts and suspicious links. Report any suspicious activity immediately.

## Monitoring and Compliance:

* NorWest Community Services reserves the right to monitor online activities related to the organisation.
* Non-compliance with this policy may result in disciplinary action, up to and including termination.

# Usage Guidelines:

## Facebook, Twitter, LinkedIn, Instagram, etc.:

* Posts should be relevant to the organisation's mission and values.
* Engage positively with followers, acknowledging comments and messages promptly.
* Do not endorse products, services, or political parties without explicit approval.

## Blogging and Microblogging:

* Blogs related to the organisation must adhere to the same standards as other social media platforms.
* Ensure that information shared is accurate and evidence based.

## Multimedia Sharing:

* Only share images, videos, or audio content related to the organisation's work with appropriate consent.
* Avoid sharing graphic or sensitive content without clear warnings and context.

# Acknowledgment:

I have read and understood the NorWest Community Services Social and Digital Media Policy. I agree to comply with the guidelines outlined in this policy and understand the consequences of non-compliance.

## Individual acknowledgement

|  |  |
| --- | --- |
| Employee Name |  |
| Position |  |
| Signature |  |
| Date |  |

## Management acknowledgement

|  |  |
| --- | --- |
| Manager name |  |
| Position |  |
| Signature |  |
| Date |  |

****[Icon by Vectors Tank](https://www.freepik.com/icons/community-service)