



SOCIAL MEDIA POLICY

Statement of Policy and Purpose of Policy

1. ReturnMK (the Employer) recognises that social interaction on the internet is an important and integral part of life and, if used correctly, can offer valuable business opportunities. However, inappropriate use of social media can be a serious drain on productivity and can also pose significant business risks.
2. It is our Policy that staff may make limited use of social media during their hours of work, as set out in this Policy. In addition, the use by staff members of social media at any time, and whether or not using our equipment, must comply with the rules set out in this Policy if it may affect our business in any way.
3. The purpose of this Policy is to ensure that all staff understand:
 - a. the extent to which personal use of social media is permitted during hours of work;
 - b. the limitations on their use of social media, whether used during or outside hours of work; and
 - c. the types of use of social media that could expose them and us to legal liability.
4. This is a statement of policy only and does not form part of your contract of employment. We may amend this Policy at any time, in our absolute discretion.

Who and What Does This Policy Apply to?

5. This Policy and the rules contained in it apply to:
 - a. all our staff, irrespective of seniority, tenure and working hours, including all employees, directors and officers, consultants and contractors, casual or agency staff, trainees, homeworkers and fixed-term staff and any volunteers (Staff);
 - b. use by Staff of websites specifically aimed at social interaction such as Facebook, Instagram, LinkedIn, Wikipedia, TikTok and Twitter, as well as blogging, participation in wikis and the use of interactive features or the ability to post or publish comments or information (including video, audio, photographs and text) with other people on other websites (Social Media);
 - c. use of Social Media for business and/or personal purposes, whether or not during working hours and irrespective of whether our equipment or resources are used.
6. This Policy should be read in conjunction with our Data Protection Policy. Other policies that should be read in conjunction with this Policy include:
 - a. safeguarding & child protection;
 - b. equal opportunities.

Who is Responsible for This Policy?

7. The Trustee (Jason Lawrence) has general responsibility for the oversight and updating of this Policy. All Staff have personal responsibility to ensure compliance with this Policy.



Managers have special responsibility for leading by example, ensuring that members of Staff are familiar with this Policy and for monitoring and enforcing compliance.

Business and Personal Use of Social Media

8. All media enquiries (including requests for comments for publication on Social Media) should be directed to the Trustee. If you are contacted by a media representative or asked for comment for publication about us or otherwise in connection with your employment, you should not respond unless you have been given written approval by Jason Lawrence.

9. Only Staff specifically authorised by Jason Lawrence may use Social Media on our behalf or post comments on any of our Social Media accounts. Authorised users may be required to undergo training and must comply with additional guidance.

10. Staff may make occasional personal use of Social Media while at work and using our IT resources, provided it complies with this Policy and does not interfere with duties.

Guidance on Use of Social Media

11. Personal capacity:

- a. You must clearly state you are speaking in a personal capacity if you mention ReturnMK.
- b. If referencing ReturnMK, you must also state that views expressed are your own.

12. Social Media posts are public and permanent—ensure communications are respectful and appropriate.

13. You are personally responsible and legally liable for all social media activity.

14. Avoid misunderstandings and controversial topics that could harm ReturnMK's reputation.

15. Do not share any information about colleagues, service users, or partners without written consent.

16. Ensure proper citations and avoid copyright infringement.

Prohibited Uses of Social Media

17. Do not use Social Media to:

- a. Breach confidentiality or data protection laws;
- b. Harass or bully;
- c. Defame ReturnMK or its partners;
- d. Post dishonest or misleading content;
- e. Communicate with or befriend service users under 18.
- f. Befriending or privately messaging service users, particularly those under the age of 18,



on personal or professional social media accounts is strictly prohibited. Staff must maintain professional boundaries at all times.

Monitoring

21. Information stored in our IT Systems belongs to us. You should have no expectation of privacy. We may monitor and retain communications for compliance, security, or legal purposes.

22. Monitoring is in our legitimate interests and will follow our internal impact assessments. Jason Lawrence is the person responsible for data protection compliance.

23. Monitoring will usually be carried out by Trustees.

24. Any information gathered may be shared with HR, management, and IT teams if appropriate. No data will be transferred outside of the UK or EEA.

25. Your rights regarding personal information are detailed in our Data Protection Policy: <https://www.returnmk.org/policies>

26. Social media access may be withdrawn in case of misuse.

Breaches of This Policy

27. If you see any defamatory or damaging content related to ReturnMK, report it to Jason Lawrence immediately.

28. Breaching this policy may result in disciplinary action, including:

- a. Requirement to share passwords for investigation;
- b. Removal of offending content;
- c. Dismissal or legal action.

We request that our Staff, Volunteers, Members and Visitors respect this Policy, a copy of which will be available on demand.

Approved by the Management Committee

Jason Lawrence

Signed: 

Trustee for ReturnMK

Date Reviewed: 3rd January 2025