



Social Media Policy.

August 2024

1. Scope

This policy applies to all employees, agency staff, secondees, contractors, non-executives, and other workers of the West London Schools FA.

2. Purpose

2.1 This policy is designed to promote the responsible use of social media while minimizing the risks to our organization through inappropriate use. It informs staff of their obligations regarding social media use and aims to enhance the West London Schools FA through insights and intelligence gained from social media channels.

2.2 This policy covers all forms of social media, including but not limited to Facebook, LinkedIn, Twitter, Wikipedia, Whisper, Instagram, WhatsApp, TikTok, YouTube, and other social networking sites, internet postings, and blogs. It applies to social media use for both business purposes and personal use that may impact our organization.

2.3 This policy does not form part of any employee's contract of employment and may be amended at any time. Any changes will be communicated to staff before taking effect.

2.4 The purpose of this policy is to inform staff of their obligations regarding their own use of social media. If any staff member dealing with West London Schools FA stakeholders is subject to harassment or derogatory comments via social media, they should report this to their line manager or a more senior manager as appropriate.

2.5 If the West London Schools FA Communications team discovers a derogatory social media post that refers to a staff member by name, they will inform the employee's line manager. The usual approach is to discuss the post with the affected employee, but this will be handled on a case-by-case basis. The post will be reported to the social media platform. The line manager will address the customer's complaint following the same procedures as for offline communications. If necessary, a copy of the post may be provided to the Information Security Manager, who will determine whether the content warrants informing the police or other relevant authorities.

3. Roles and Responsibilities

3.1 Human Resources is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimize risks. They will periodically review this policy to ensure it meets legal requirements, draws upon best practices, and reflects developments in social media use and technology.

3.2 Managers are responsible for effectively implementing this policy. This includes ensuring that their team members have the opportunity to read and understand the policy and are aware of the expected standards of behavior. Managers are not required to monitor social media use by their team members but must take action when made aware of behavior that falls below the required standard.

3.3 All staff are responsible for the success of this policy and should ensure that they read and understand it, adhere to the requirements described, and ensure that their social media use involving reference to the West London Schools FA does not damage the organization's reputation.

3.4 Any misuse of social media should be reported to the relevant staff member's line manager, who should then inform the Head of HR. Questions regarding the content or application of this policy should be directed to Human Resources.

4. Personal Use of Social Media

4.1 Unreasonable use of social media for personal matters is not permitted during working hours or by means of West London Schools FA computers, devices, networks, and other IT resources and communication systems. Such use could potentially lead to disciplinary action.

4.2 It is recognized that staff may wish to monitor social media channels for work purposes via a personal account, such as following the Twitter feeds or LinkedIn postings of West London Schools FA or relevant stakeholders. This can provide the organization with valuable insights into how it is perceived and how services can be developed.

4.3 Such monitoring must be relevant to your work, must not compromise any investigations or activities undertaken by the West London Schools FA, and must not negatively impact the time spent on your core duties. If you become aware of matters relevant to the business of the West London Schools FA through social media monitoring, you should raise the issue with the relevant manager.

4.4 For social media sites or applications that are solely work or professionally based, such as LinkedIn or professional networking forums, you are permitted to state that you work at the West London Schools FA and your role within the organization. However, consider whether this is relevant or necessary and whether there are any security implications of doing so. If you are involved in sensitive activities, it may not be advisable to provide details of your role. Further advice is available from the Cyber Security Team. For personal-use-only social media accounts, there is no need to mention that you work for the West London Schools FA.

5. Prohibited Use

5.1 You must not make any social media communications that could damage our organization's interests or reputation, whether directly or indirectly.

5.2 You must not use social media to defame or disparage the West London Schools FA, our staff, or any third party; to harass, bully, or unlawfully discriminate against staff or any third parties; to make false or misleading statements; to make derogatory comments; or to use offensive or inappropriate language in any social media communication. Impersonating colleagues or third parties is also prohibited.

5.3 You must not express opinions or provide advice on behalf of the West London Schools FA via social media unless expressly authorized to do so by your manager. You may be required to undergo training to obtain such authorization.

5.4 If you provide advice on social media in a personal capacity on matters related to the West London Schools FA's responsibilities, it is often easy to be identified as connected to the organization. Your advice may therefore be interpreted as reflecting an official West London Schools FA stance. Avoid situations where your advice or views could be interpreted as those of the West London Schools FA. Speak to your manager if you think there is a risk of this happening.

5.5 Do not post comments about sensitive business-related topics, such as cases or performance, or do anything to jeopardize our investigations,

confidential information, and intellectual property. Do not include our logos or trademarks in any social media posting or your social media profile.

5.6 You are reminded of your duty of confidentiality to the West London Schools FA. This duty continues after you leave the organization. You are also reminded of your contractual obligation not to engage in activities that may harm the public image of the West London Schools FA.

5.7 Any misuse of social media should be reported to the relevant staff member's line manager, who should then inform Human Resources. Misuse may result in disciplinary action in accordance with the West London Schools FA's disciplinary policy. Disciplinary sanctions could include dismissal, depending on the nature of the misconduct identified. Examples of gross misconduct include posting derogatory or offensive comments about the West London Schools FA, colleagues, or customers; negligently disclosing information about the West London Schools FA's activities; and posting comments that may harm the organization's reputation.

6. Business Use of Social Media

6.1 If your duties require you to speak on behalf of the organization in a social media environment, you must seek approval for such communication from your manager. Your manager may require you to undergo training before doing so and may impose certain requirements and restrictions on your activities.

6.2 Likewise, if you are contacted for comments about the organization for publication, including in any social media outlet, direct the inquiry to Corporate Communications and do not respond without written approval.

7. Guidelines for Responsible Use of Social Media

7.1 When using social media personally (i.e., not posting in your capacity as a West London Schools FA employee), do not imply that you are posting on behalf of the organization or as a staff member. Use a personal email address and write in the first person.

7.2 Be respectful to others when making any statement on social media. Remember that you are personally responsible for all communications published on the internet for anyone to see. Even on personal social networks and messaging services like Facebook and WhatsApp, be aware that posts can be shared outside your network. If you post something that could bring the organization into disrepute, you may face disciplinary action.

7.3 If you disclose your affiliation with the West London Schools FA on a business-based social media profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorized to speak on our behalf as outlined in section 6). Ensure that

your profile and any content you post align with the professional image you present to clients and colleagues.

7.4 Social media users may connect the work you do for the West London Schools FA with other social media postings. This is more likely if you declare on business-based social media that you work for the organization. Remember that even when posting in a personal capacity, other users may easily identify you as working for the West London Schools FA.

7.5 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager.

7.6 Alerting Corporate Communications if you come across negative posts about the West London Schools FA will help the team understand perceptions of the organization and manage our reputation on social media if responses are required.

7.7 Check the privacy settings on social media apps and websites before using them, and review them regularly, especially after any new settings are introduced.

8. References

8.1 Staff should never provide references for other individuals on social or professional networking sites, as such references, positive or negative, can be attributed to the organization and create legal liability for both the author and the West London Schools FA.

9. Monitoring

9.1 The West London Schools FA reserves the right to monitor, intercept, and review staff activities using its IT resources and communications systems, including social media postings and activities, without further notice. This may be done for legitimate business purposes, including ensuring that expected standards are met and detecting unauthorized use of the systems.

9.2 For further information, please refer to the West London Schools FA's Data Protection Policy.