## [shrewsbury cricket board official website](http://www.shropshirecricketboard.co.uk/)

## Social Media Policy

## Shropshire Cricket Board recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs and wikis. However, employees' use of social media can pose risks to our confidential / proprietary information, reputation, and can jeopardise our compliance with legal obligations.

To minimise these risks, to avoid loss of productivity and to ensure that our IT resources and communication systems are used only for appropriate business purposes, we expect employees to adhere to this policy.

1. Scope and purpose of the policy
   1. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, MySpace, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.
   2. It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.
   3. Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details
   4. Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.
2. Compliance with related policies and agreements
   1. Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:

* breach our IT, E-mail and Internet policy;
* breach our obligations with respect to the rules of relevant regulatory bodies;
* breach any obligations they may have relating to confidentiality;
* breach our Conduct and Disciplinary Rules;
* defame or disparage the organisation or its affiliates, customers, clients, business partners, employees, suppliers, vendors or other stakeholders;
* harass or bully other staff in any way OR breach our Equality and Diversity policy;
* unlawfully discriminate against other staff or third parties OR breach our Equal opportunities policy;
* breach our Data protection policy (for example, never disclose personal information about a colleague online);
* breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).
  1. Employees should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.
  2. Employees who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

1. Recruitment
   1. We may use internet searches to perform due diligence on candidates in the course of recruitment. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.
2. Protecting our business reputation
   1. Staff must not post disparaging or defamatory statements about:
      1. the Board;
      2. our clients;
      3. suppliers and vendors; and
      4. Other affiliates and stakeholders.

but staff should also avoid social media communications that might be misconstrued in a way that could damage our business reputation, even indirectly

* 1. Staff should make it clear in social media postings that they are speaking on their own behalf. Write in the first person and use a personal e-mail address when communicating via social media.
  2. Staff are personally responsible for what they communicate in social media. Remember that what you publish might be available to be read by the masses (including the organisation itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.
  3. If you disclose your affiliation as an employee of the Board, you must also state that your views do not represent those of your employer. For example, you could state, "the views in this posting do not represent the views of my employer". You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.
  4. Avoid posting comments about sensitive business-related topics, such as our performance. Even if you make it clear that your views on such topics do not represent those of the organisation, your comments could still damage our reputation.
  5. If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your line manager.
  6. If you see content in social media that disparages or reflects poorly on our organisation or our stakeholders, you should contact your line manager. All staff are responsible for protecting our business reputation.

1. Respecting colleagues, clients, partners and suppliers
   1. Do not post anything that your colleagues or our customers, clients, business partners, suppliers, vendors or other stakeholders would find offensive, including discriminatory comments, insults or obscenity
   2. Do not post anything related to your colleagues or our customers, clients, business partners, suppliers, vendors or other stakeholders without their written permission