



MENTAL HEALTH AND WELLBEING SERVICE

Social Media Policy

Version 1

Next Steps

Next Steps seeks to use all relevant, accessible means of communication, including social media.

Next Steps policies and social media

Many of Next Steps' policies and terms and conditions apply to social media and should be read in conjunction with this policy:

- Confidentiality policy
- Conflict of Interest policy
- Computer use, Internet, E-mail policy
- Harassment policy

Responsibilities for input

Social media accounts for Next Steps will be set up by the Director. Other staff/teams who wish to have a Facebook, Twitter or other social media account related to Next Steps will seek agreement from Director. Upkeep, maintenance and input of profiles and entries will only be carried out by approved members of staff.

Password protection

Gaining access to social media accounts requires the inputting of a correct email address and user password. The password will be changed if there is any reason to believe that someone other than a Next Steps staff member knows it.

Privacy protection

Next Steps will always consider the privacy of colleagues and others and will never broadcast open details (including photos of individuals)) that may reveal personal information such as home address, date of birth, street name, car number plate or other similar information

On Facebook Next Steps will have company/organisation pages, not individual accounts. Lists of people clicking on the 'Likes' button will only be available to Next Steps.

Monitoring content

Nothing detrimental to Next Steps will be posted by staff on Next Steps social media sites. Wall posts and other comments posted by others will be monitored. If posts are deemed unsuitable, they will be deleted. Postings from people who frequently post unsuitable comments will be blocked.

Next Steps staff will not post comments on other social media sites, without checking content with the Director first.

Personal social media

On personal social media sites:

- If you mention Next Steps or anything connected to it, you should identify that you are a Next Steps team member, and that the views expressed are yours alone and do not represent the views of the organisation.
- Unless given permission by the Director, you are not authorised to speak on behalf of Next Steps, nor to represent that you do so.
- You may not share confidential information about Next Steps.
- You should exercise good judgement and post nothing detrimental to Next Steps on these sites.

Revision History

Revision Date	Summary of Changes	Other Comments