

Social Media

Purpose

The purpose of this Social Media Policy is to set out guidelines for those who work for, or are associated in any way with Hinckley and Bosworth Borough Council (HBBC). This policy sets out a fair, transparent and practical measure that will contribute to the protection of the council and employees' credibility and reputation.

Scope

This procedure applies to all employees, agency workers and those undertaking duties for or on behalf of HBBC. Suppliers and service providers will be made aware of their duties and responsibilities during the procurement process.

Principles

This policy deals with the use of all forms of social media, including; Facebook, LinkedIn, Twitter, YouTube, all other social networking sites, and all other Internet postings, including blogs. It applies to the use of social media for both business and personal purposes, whether or not during office hours or otherwise. This policy applies regardless of whether or not the social media is accessed using IT facilities and equipment provided by HBBC or equipment belonging to you or a third party such as a library or internet café or the use of a smart phone, tablets, net-book laptop or any other device that can be used to access the internet.

Policy

Employees may be required to remove immediately any Internet postings and social media communications which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action, including dismissal.

Employees must not post or communicate disparaging or defamatory statements using social media or otherwise about:

Hinckley and Bosworth Borough Council

Our employees

Our councillors

Our clients, customers or tenants

Our suppliers their agents or contractors

Or make statements that could be construed as being damaging or detrimental to the reputation of HBBC.

Employees are personally responsible for what they communicate via social media. Employees must be aware that anything they publish might be read or accessed by an audience wider than intended. Employees should ensure that any social media posting is communicated on their own behalf and does not appear to be linked with Hinckley and Bosworth Borough Council in any way.

Employees must not post comments about sensitive or confidential business related topics.

Breach of this policy may result in disciplinary action being taken against you, including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether Hinckley and Bosworth Borough Council equipment was used for the purpose of committing the breach. If an employee is suspected of committing a breach of this policy they will be required to co-operate with the investigation, which may involve handing over relevant passwords and login details. If you become aware of a breach of this policy you must notify your manager or HR immediately.