

Review Date- 01/06/2026

Trinity Support Social Media Policy

This policy will support our service with its approach to social networking and media. It has been reviewed with no significant changes. References have been checked and updated and remain current.

Relevant Legislation:

- Malicious Communications Act 1988
- Equality Act 2010
- Equality Act 2010: Chapter 1 (Protected Characteristics) Chapter 2 (Prohibited Conduct) and Chapter 3 (Services and Public Functions)
- The Health and Social Care Act 2008 (Regulated Activities) Regulations 2014 • Human Rights Act 1998
- Data Protection Act 2018 UK GDPR

Guidance:

- Author: ACAS Working for Everyone, (2021), Social Media in the Workplace. [Online] Available from: <https://archive.acas.org.uk/index.aspx?articleid=3375> [Accessed: 18/1/2023]
- Author: ACAS, (2021), Recruitment Hiring Someone: Using information on someone's social media profile when hiring. [Online] Available from: <https://www.acas.org.uk/hiring-someone/using-information-on-someones-social-media-profile-when-hiring> [Accessed: 18/1/2023]

Author: ACAS Working for Everyone, (2022), Disciplinary and grievance procedures. [Online] Available from: <https://archive.acas.org.uk/index.aspx?articleid=3378> [Accessed: 18/1/2023]

Purpose:

To guide employees at Trinity Support Services on the use of social media, safeguard the privacy of Service Users and protect the reputation of Trinity Support Services.

To ensure that all employees are of good character when using social media. This policy and procedure applies to all use of social media, whatever facilities are used to access or create material (e.g. PC, Tablet, Smartphone) and whether such material is created on behalf of Trinity Support Services, during working time or outside of working time. All social media includes, but is not limited to, Facebook, LinkedIn, Instagram, Snapchat, Twitter, blogs and

similar interactive facilities on the Internet. This policy applies to social media for business purposes as well as for personal use that may affect the business in any way.

Objectives:

To set very clear guidelines for staff outlining what is and is not acceptable on social media, whilst ensuring that the Service User's health and safety is protected, as well as their right to privacy, and right not to be harassed or discriminated against.

Policy

Trinity Support Services recognises that the use of social media to communicate with people has increased during the coronavirus pandemic; however, staff must still adhere to this policy when at Trinity Support Services.

Dependent on the circumstances, breach of this policy may be considered to be gross misconduct and, in summary, could result in dismissal. Trinity Support Services takes the content of this policy very seriously given that its main duty is the protection of the health and safety of its Service Users. Any data collected as part of this policy will be processed in accordance with current data protection legislation.

This policy is non-contractual and may be amended at any time.

Procedure

Social Networking

- All employees are required to follow reasonable standards of behavior when using social media, so the impact on the workplace can only be positive.
- All employees must recognise that if they can be identified as an employee of Trinity Support Services in any postings or profile, then they must be careful that their behaviour does not bring Trinity Support Services into disrepute or impact negatively on Trinity Support Services in any way.
- Material placed on social networking sites is public and complete privacy must never be assumed, whatever the settings, as information may be passed on.
- If employees choose to use the systems at Trinity Support Services (outside of working time) for social networking, then such communications will not be regarded as private and may be accessed.
- If employees have already posted questionable material, i.e. any material which may bring into question 'good character' in the context of caring for vulnerable people, before this policy was published, or before they were employed by Trinity Support Services then they are required to declare it to their manager. Failure to do so will make them liable to disciplinary action.
- Trinity Support Services reserves the right to access any information placed in the public domain, if there is a reasonable reason for doing so. This includes information that may be relevant to selection, promotion decisions, or to discipline.
- Adverse information, identified using online or social media searches will not be used to make decisions without the individual first having the opportunity to respond.

- Trinity Support Services reserves the right to monitor, intercept and review any employee activities which involve the use of IT resources at Trinity Support Services including, but not limited to, social media postings and activities. Employees will only be using the IT resources at Trinity support services for legitimate business purposes and by using IT resources at Trinity support services, consent to being monitored.

Breaches of this policy may result in disciplinary action, up to and including dismissal. Any employee suspected of committing a breach of this policy will be required to co-operate with an investigation which may involve handing over relevant passwords and log in details.

Trinity Support Services may require individuals to remove a social media post that is considered a breach of this policy. Failure to comply with such a request may result in disciplinary action. If you have any comments, questions or observations, both positive and negative, you must raise these with Trinity Support Services through the appropriate channels rather than using social media outlets.

If you are concerned about a colleague's behavior online, such concerns must be raised with your line manager at Trinity Support Services.

Prohibited Use

Personal use of social media is not permitted during working hours by means of computers, networks, and other IT and communications systems at Trinity Support Services. Social media can be accessed by personal devices only, limited only to employee breaks.

When a role may require employees to spend time at a Service User's home in order to fulfil duties, it is prohibited to use a Service User's Internet connection or devices including laptops, computers, phones and tablets for the purpose of accessing social media, unless express permission is given and it forms part of their role.

Employees must ensure that they comply with the following standards of conduct:

- Employees must not encourage Service Users to join or use social media, and must not allow Service Users to use the employees' own social media accounts.
- Employees must not make any social media communication which could damage the interests or reputation of Trinity Support Services even indirectly.
- Employees must not use social media to defame Trinity Support Services, staff, Service Users, their families or any third party that Trinity Support Services partners with, or to harass, bully, unlawfully discriminate, or make false or misleading statements.
- Employees must not express opinions on behalf of Trinity support services on social media unless expressly authorised to do so.
- Employees must not post comments about the nature of the business or include the name or logo of Trinity Support Services on any post on their own social media.



- Employees must not add Service Users, their families, or friends whom they have got to know during the course of employment, to any social network account. Similarly, employees must not accept a 'friend request' from Service Users or members of their families, or friends. If it comes to an employee's attention that they are already 'friends' or connected with Service Users or their families, they must remove them as soon as possible.
- Employees are prohibited from taking photographs, videos or voice recordings of other employees or Service Users. Where an employee is permitted to take photographs, videos or voice recordings for business purposes (with permission from their manager), those photographs, videos and voice recordings must not be shared on social media.
- Employees must not upload or share information which would put either themselves, Service Users, their families or other employees at risk.
- Employees must not take photographs of any computer screen, file, or notes which may include information which links to Trinity support services or Service Users.
- Employees must not upload any personal information of any Service User, their family, friends, or another staff member.
- Employees must not disclose affiliation with Trinity Support Services and must ensure that they make it clear that their views do not represent Trinity Support Services or the industry as a whole.
- Employees must have regard for the fact that social media can attract attention, so posts must remain professional at all times.
- Employees must not use social media in a way that breaches any other policy including Data Protection, Bullying & Harassment, Discrimination, or any laws or regulatory requirements.

Policy Review Statement

This policy will be reviewed annually or sooner in response to changes in legislation, regulation, or best practice.

Contact Information

For any questions or concerns regarding this policy or staff are encouraged to contact the following individuals:

- Zoe Ashman (Company Director)
• Email: zoe.ashman@trinitysupportservices.info
- Tracy Dean (Company Director)
• Email: tracy.dean@trinitysupportservices.info