

SOCIAL MEDIA AND MOBILE DEVICES POLICY

INTRODUCTION

This policy defines the requirements for the personal use of social media and personal electronic devices (mobile devices) at work.

Employees of Tayside Contracts may be able to access social media services and social media networking websites at work, either through Tayside Contracts' IT systems or via their own personal equipment.

The policy outlines the rules about using mobile devices and personal social media accounts at work and explains how employees can use social media safely and effectively both in their workplace and personal lives.

SCOPE OF POLICY

This policy applies to all individuals working at all levels and grades within Tayside Contracts, including employees, consultants, agency staff and volunteers.

DEFINITION

Social Media is an umbrella term which includes the various online technology tools and activities that facilitates communications and the sharing of information and resources, including news articles, photos, videos, and audio.

Social media includes, but is not limited to, blogs; wikis; RSS feeds; social networking sites such as Facebook or LinkedIn; micro blogs such as Twitter; photo sharing sites such as Flickr; Snapchat and Instagram and video sharing sites such as You Tube.

A personal electronic device relates to a piece of electronic equipment, such as a laptop computer, a tablet, a mobile phone, a smart watch and an e-reader.

PURPOSE

The purpose of this policy is to:

- Provide clear guidelines to employees on the acceptable use of mobile devices;
- Provide clear guidelines to employees on the acceptable use of social media;
- Set standards of good practice in the use of social media;
- Ensure employees are aware of their responsibility to comply with the law on issues including discrimination, data protection, libel and copyright;

The policy and guidelines provide clarity to Tayside Contracts' employees in understanding that the behaviours expected for functioning in an electronic environment are not any different from those expected of employees on a daily basis in other methods of communication, such as face to face, email and telephone.

USE OF SOCIAL MEDIA AT WORK

Personal use of social media is permitted provided that it does not impact on an employee's job, interfere with the performance of other work colleagues or impact on health and safety.

Employees are only permitted to log on to personal social media accounts for **non-work purposes** using Tayside Contracts' IT systems and equipment outside their normal working hours (for example, during lunch breaks or before or after the working day) and this must not under any circumstances interfere with their job, duties or have a detrimental effect on their productivity.

Where employees have their own personal devices, such as tablets and mobile phones, again they should limit their use of social media on this equipment to outside their normal working hours.

For work purposes, employees are encouraged to follow and utilise Tayside Contracts' official Twitter page to promote the organisation in a positive manner.

USING SOCIAL MEDIA FOR PERSONAL USE

Tayside Contracts recognises that many employees make use of social media in a personal capacity. While a large amount of activity on social media is completely harmless or non-work related, concern can arise where postings made by employees in a personal capacity express views which Tayside Contracts would not wish to be associated with.

Employees should be aware that social media websites are public forums, even when account privacy settings are set at a restricted access or 'friends only' level, and therefore employees should not assume that their postings on any website will remain private. The comments an employee makes in a personal capacity have the potential to damage the reputation of Tayside Contracts and can call into question our trust and confidence in an employee.

Employees are strongly encouraged to exercise caution when making comments on social media relating to their work or colleagues.

Considering the following points may help to avoid any conflict between personal use of social media and an employee's employment with Tayside Contracts:

- Employees should declare somewhere on their page/s or biography that the views expressed are theirs alone and do not reflect the views of Tayside Contracts;
- Employees should not use any Tayside Contracts' email address, logos or images on their personal page/s;
- Employees should be aware that any comments or images they post should not criticise or make defamatory references to work, colleagues, managers or service users or reflect on Tayside Contracts or you as a Tayside Contracts' employee in a negative manner;
- Employees should not reveal any potentially confidential or sensitive information about Tayside Contracts that they may have come across in their work duties;

- Employees must exercise caution when posting comments or sharing pictures, videos or links to ensure that they do not have the potential, in the view of those reading the posting, to cause offence, discriminate against, bully or harass colleagues, service users or others. This includes but is not restricted to, comments on the basis of sex, gender reassignment, marital or civil partnership status, race (including race, colour, and nationality, ethnic or national origins), age, disability, pregnancy and maternity, sexual orientation, or religion or belief;
- Employees should comply with other Tayside Contracts' policies when using social media. For example, employees should be careful not to breach the Employee Code of Conduct. If in doubt don't post it;
- Employees must not allow their interactions on social media to damage working relationships with or between employees and clients, customers, contractors or suppliers of Tayside Contracts;
- Employees should be mindful of their privacy settings;
- Employees should be aware that copyright and data protection laws, as well as libel, defamation and data protection laws apply to them.

HOW AND WHY WE MONITOR USE OF SOCIAL MEDIA

Employees should be aware that we routinely scan the media, including social media, for references to Tayside Contracts. This allows us to proactively respond to comments and suggestions which are made and helps us to deliver excellent customer service. As a result of this, postings made by employees who make reference to Tayside Contracts will be scanned in the same way.

Where this highlights a potentially concerning post made by someone identifiable as a Tayside Contracts' employee, we will refer the concern to the appropriate line manager who will arrange to discuss the posting with the employee. We may request that the employee removes or deletes the posting or dependent on the nature of the posting this may require further investigation and may be subject to Tayside Contracts' Disciplinary Policy.

Employees should also be aware that where there is a serious breach of Tayside Contracts' Social Media and Mobile Devices Policy, we may be obliged to report this to the Police.

USE OF PERSONAL MOBILE DEVICES AT WORK

Personal mobile devices for the purposes of making or receiving a phone call or text message should not be used excessively during work hours.

Reasonable use of a personal mobile device for the purpose of making or receiving a phone call or text message is permitted however should never have an adverse impact on an employee's productivity or their ability to carry out their role. Employees should never utilise a mobile device when this presents any risk to their or anyone else's health or safety i.e. when driving, operating plant or equipment, working in traffic etc.

Employees should also recognise that ringtones can be disruptive to other work colleagues and accordingly, the manager may request that personal mobile devices be set to 'silent mode' during working hours.

In cases where a manager considers that an employee is making or receiving an unreasonable amount of personal calls or text messages during working hours, they can reasonably request that the employee turns off their mobile device during working hours.

POLICY VIOLATIONS

Failure to comply with this policy may result in the matter being investigated and disciplinary action being taken against the individual in accordance with Tayside Contracts' Disciplinary Policy.

RELATED POLICIES

The Social Media and Mobile Devices Policy links to the following policies which can be accessed on the Intranet, or requested from your line manager or from the HR Admin Team:

- Grievance Policy
- Disciplinary Policy
- Equality and Diversity Policy
- Internet and Email Use Policy
- Employee Code of Conduct

The above list is not exhaustive.

POLICY REVIEW

The Social Media and Mobile Devices Policy will be reviewed at three yearly intervals, or as required by legislative changes.

GENERAL DATA PROTECTION REGULATION

Tayside Contracts respects the privacy of our employees, any personal data processed during the application of this policy will be in line with Data Protection Legislation. Further information on how we may process personal data for the purpose of applying this policy can be found in our Privacy Notice.

Should you have any queries or require further clarification regarding any aspects of this policy or related policies please contact, HR Services on 01382 812721 or employment.policies@tayside-contracts.co.uk

If you would like this document translated into another language or in another format such as audio or large print then please contact Angie Thompson, Equalities and Communications Manager on 01382 834165 or angie.thompson@tayside-contracts.co.uk