



**Skills & Volunteering Cymru (SVC)**  
**Social Media Policy for Staff and Volunteers**

**January 2025**

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|            | <b>Social Media Policy</b>   |
| <b>1.0</b> | <b>Introduction</b>  |
| <b>1.1</b> | <p>Our <b>social media policy</b> provides a framework for using social media, for trustees, volunteers and staff associated with SVC.</p> <p>Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether trustees, volunteers and staff are handling a Charity account or use one of their own, they should remain productive and professional at all times.</p> <p>This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.</p>  |
| <b>2.0</b> | <b>Scope of Policy</b>   |
| <b>2.1</b> | <p>This policy applies to:</p> <ul style="list-style-type: none"> <li>• All SVC volunteers</li> <li>• All staff who support SVC</li> <li>• The SVC Board of Trustees</li> <li>• All SVC volunteers</li> <li>• All SVC Lead Volunteers</li> </ul>   |
| <b>2.2</b> | <p>It is hoped that all of your questions relating to this policy have been clearly answered. If you have any questions which remain unanswered then please refer to the SVC Manager.</p>  |
| <b>3.0</b> | <b>Social Media</b>  |
| <b>3.1</b> | <p>“Social media” refers to a variety of online communities, including - blogs, social networks, chat rooms and forums.</p> <p>This policy covers all of these.</p> <p>We consider two different elements within this Policy:</p> <ol style="list-style-type: none"> <li>1) using personal social media at work,</li> <li>2) representing our Charity through social media.</li> </ol>   |
| <b>4.0</b> | <b>Using personal Social Media</b>   |
| <b>4.1</b> | <p>We allow staff to access their personal accounts at work. However, we expect them to act responsibly and ensure their productivity isn't affected.</p> <p>Using social media excessively at work can reduce efficiency and concentration. Whether staff are using their accounts for Charity purposes or personal purposes, they may easily get side-tracked by the vast amount of available content.</p> <p>We advise staff to:</p> <ul style="list-style-type: none"> <li>• <b>Use their common sense.</b> If staff neglect their job duties to spend time on social media, their decline in productivity will show in</li> </ul> |

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|            | <p>supervisions where their performance is reviewed. This may lead to disciplinary action.</p> <ul style="list-style-type: none"> <li>• <b>Ensure others know that personal account or statements do not represent our Charity.</b> Staff should not state, or imply, that their personal opinions and content are authorized or endorsed by SVC. We advise using a disclaimer such as “opinions are my own” to avoid misunderstandings.</li> <li>• <b>Avoid sharing intellectual property</b> like trademarks on a personal account without approval. Confidentiality policies and laws always apply.</li> <li>• <b>Avoid any defamatory, offensive or derogatory content.</b> It may be considered as a violation of our Bullying and Harassment statement, if directed towards colleagues, beneficiaries, volunteers or partners.</li> </ul>  |
| <b>5.0</b> | <b>Representing our Charity Online</b>   |
| <b>5.1</b> | <p>SVC, staff, trustees and volunteers, may represent our Charity by handling our Charity social media accounts or speak on our Charity’s behalf. We expect them to act carefully and responsibly to protect our Charity’s reputation.</p> <ul style="list-style-type: none"> <li>• <b>Be respectful, polite and patient,</b> when engaging in conversations on behalf of SVC. Be extra careful when making declarations or promises towards beneficiaries and stakeholders</li> <li>• <b>Avoid speaking on matters outside their field of expertise</b> when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else’s responsibility.</li> <li>• <b>Follow our Confidentiality Policy and Data Protection Policy,</b> and observe laws on copyright, trademarks, plagiarism and fair use.</li> <li>• <b>Inform the SVC staff team</b> prior to sharing any major-impact content.</li> <li>• <b>Avoid deleting or ignoring comments</b> for no reason. Please listen to any criticism, and with the support of the SVC staff team, we will write a suitable reply.</li> <li>• <b>Never post discriminatory, offensive or libellous</b> content and commentary.</li> <li>• <b>Correct or remove</b> any misleading or false content as quickly as possible.</li> </ul> |
| <b>6.0</b> | <b>Disciplinary Consequences</b>   |
| <b>6.1</b> | <p>SVC will monitor all social media postings on our Charity accounts.</p> <p>SVC may have to take disciplinary action leading up to and including termination of employment, or voluntary role, if individuals fail to follow this policy’s guidelines.</p>   |

Examples of non-conformity with the employee social media policy include, but are not limited to;

- Disregarding job responsibilities and deadlines to use social media
- Disclosing confidential information through personal or Charity accounts
- Directing offensive comments towards other members of the online community
- Sharing the SVC online passwords with others outside of the SVC community
- Sharing photographs of SVC beneficiaries without seeking written consent from the beneficiary (or where applicable, their parents/ guardian)
- Sharing any personal information about our beneficiaries, partners, volunteers, trustees or staff, without seeking the consent required prior to sharing any information (such as the name of a beneficiary).