



## **Social Media Policy**

### **Cardiff Consultancy Services**

This Social Media Policy has been developed to ensure that individuals responsible for managing the social media channels on behalf of Cardiff Consultancy Services adhere to a set of guidelines, including messaging, language and tone, throughout all online communications to establish an effective social media presence that will help meet key objectives.

#### **Definition of social media**

For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video- and image-sharing websites such as YouTube and Flickr.

Employees & volunteers should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees & volunteers should follow these guidelines in relation to any social media that they use.

The vision for social media presence is to increase communication with prospective clients and raise the profile of Cardiff Consultancy Services. This will be achieved through the following objectives:

- **Improving accessibility for clients**
- **Increasing traffic to Cardiff Consultancy Services website**
- **Monitoring public opinion.**

The same rules that apply to our messaging and communications in traditional media still apply in the online social media space; simply because the development and implementation of an online social media programme can be fast, easy, and inexpensive doesn't mean that different rules apply.

#### **5 Core Values in the Social Media Sphere**

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1. **Transparency** in every social media engagement. The approach must be open and honest at all times
2. **Protection** of our clients' privacy. This means that we should be conscientious regarding any Personally Identifiable Information (PII) that we collect, including how we collect, store, use, or share that PII, all of which should be done pursuant to applicable Privacy Policies, laws and IT policies
3. **Respect** of copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content (UGC)
4. **Responsibility** in our use of technology. We will not use or align Cardiff Consultancy Services with any organisations or websites that deploy the use of excessive tracking software, adware, malware or spyware
5. **Utilisation** of best practices, listening to the online community, and compliance with applicable regulations to ensure that these social media guidelines remain current and reflect the most up-to-date and appropriate standards of behaviour.

### **Use of social media at work**

The organisation encourages employees to make reasonable and appropriate use of social media websites as part of their work. It is an important part of how the organisation communicates with its clients/promotes its services.

Employees & volunteers may contribute to the organisation's social media activities, for example by writing for our blogs/managing a Facebook account/running an official Twitter account for the organisation/part of the organisation.

Employees & volunteers must be aware at all times that, while contributing to the organisation's social media activities, they are representing the organisation. Those who use social media as part of their job must adhere to the following rules.

Employees & volunteers should use the same safeguards as they would with any other form of communication about the organisation in the public sphere. These safeguards include:

- making sure that the communication has a purpose and a benefit for the organisation;
- obtaining permission from a manager before embarking on a public campaign using social media; and
- Getting a colleague to check the content before it is published.

Any communications that employees/volunteers make in a professional capacity through social media must not:

- bring the organisation into disrepute, for example by:
  - criticising or arguing with clients, colleagues or rivals;
  - making defamatory comments about individuals or other organisations or groups; or
  - posting images that are inappropriate or links to inappropriate content;
- breach confidentiality, for example by:

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- revealing trade secrets or information owned by the organisation;
- giving away confidential information about an individual (such as a colleague or client contact) or organisation (such as a rival business); or
- discussing the organisation's internal workings (such as deals that it is doing with a client or its future business plans that have not been communicated to the public);
- breach copyright, for example by:
  - using someone else's images or written content without permission;
  - failing to give acknowledgement where permission has been given to reproduce something; or
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee of the organisation); or
  - Posting images that are discriminatory or offensive [or links to such content].

## **Social media in your personal life**

The organisation recognises that many employees & volunteers make use of social media in a personal capacity. While they are not acting on behalf of the organisation, employees & volunteers must be aware that they can damage the organisation if they are recognised as being one of our employees/volunteers.

Employees & volunteers are allowed to say that they work for the organisation, which recognises that it is natural for its staff sometimes to want to discuss their work on social media. However, the employee's/volunteers online profile (for example, the name of a blog or a Twitter name) must not contain the organisation's name.

If employees/volunteers do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the organisation operates), they must include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer."

Any communications that employees/volunteers make in a personal capacity through social media must not:

- bring the organisation into disrepute, for example by:
  - criticising or arguing with clients, colleagues or rivals;
  - making defamatory comments about individuals or other organisations or groups; or
  - posting images that are inappropriate or links to inappropriate content;
- breach confidentiality, for example by:
  - revealing trade secrets or information owned by the organisation;

- giving away confidential information about an individual (such as a colleague or client contact) or organisation (such as a rival business); or
- discussing the organisation's internal workings (such as deals that it is doing with a client or its future business plans that have not been communicated to the public);
- breach copyright, for example by:
  - using someone else's images or written content without permission;
  - failing to give acknowledgement where permission has been given to reproduce something; or
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee/volunteer of the organisation); or
  - Posting images that are discriminatory or offensive [or links to such content].

## Social Media Guidelines

Just as with traditional media, we have an opportunity, and a responsibility, to effectively manage Cardiff Consultancy Services reputation online and to selectively engage and participate in conversations. When posting on behalf of Cardiff Consultancy Services, please adhere to the following principles:

1. **Keep records.** It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. Because online conversations are often fleeting and immediate, it is important for you to keep track of them when you're officially representing Cardiff Consultancy Services. Remember that online statements can be held to the same legal standards as traditional media communications. Keep records of any online dialogue pertaining to Cardiff Consultancy Services and send a copy to your internal email address
2. **When in doubt, do not post.** You must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of Cardiff Consultancy Services. Exercise sound judgment and common sense, and if there is any doubt, do not post it.
3. **Give credit where credit is due.** Do not claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content. For example, using RT and MT when posting other users' content on Twitter.
4. **Honesty is the best policy.** When approaching bloggers and social media influencers, explain who you are and who you're representing, to help establish an open and honest relationship.

5. **Respond.** If a user asks a question don't ignore it. If you don't have the answer then acknowledge the question and explain that you are looking into it for them. Similarly if a user leaves a negative comment which requires time to approve with a Cardiff Consultancy Services representative, then respond to the query to explain that it is being investigated and that they will be responded to as soon as possible, to avoid just ignoring it. Make sure you do return with further details. If appropriate try to take the conversation off the public timeline, by asking for an email address or sending a direct message. Always respond to negative comments, unless they are deemed as 'trolling', for example swearing, abusive etc.
6. **Frequency and Quality.** Ensure that Cardiff Consultancy Services social media channels are kept regularly updated, at least once a day, but be sure to avoid posting irrelevant content that will disengage followers. Look at using tools such as Hoot suite to schedule regular posts, but it's vital that the channels are monitored at all times.
7. **Revisit and Revise.** The use of tools such as Hoot suite, Facebook Insights and Tweet Reach and link sharpeners, owl.ly, should be used to evaluate which posts are most engaging for users. This will allow us to tailor updates to ensure maximum interaction.
8. **Remember that your local posts can have global significance.** The way that you answer an online question might be accurate in some parts of the world, but inaccurate (or even illegal) in others. Keep that "world view" in mind when you are participating in online conversations.
9. **Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.
10. **Out of hour's protocol.** As stated above hoot suite can be used to schedule tweets over the weekend period and on bank holidays however it is essential these are monitored. An out of hours contact (Cardiff Consultancy Services employee) to be agreed on a weekly basis for those on social media duty on behalf of Cardiff Consultancy Services and custodians to contact with queries / approve responses out of hours.
11. **Timings.** Consider when your target audience is most active across social media channels before posting to ensure that you capture their attention, especially with twitter which is fast moving. For example, when targeting families post after 5pm, ahead of and during the weekend.
12. **FAQs.** Prepare a document of frequently asked questions and approved answers. This will assist the person on social media duty to respond quickly to any queries that have been asked previously

## Social Media Content

In order to keep the social media channels populated with interesting content outlined below is the type of content that will be uploaded:

1. **News.** News of Cardiff Consultancy Services key milestones, projects and openings will provide interesting stories that can be linked through to drive visitors back to the Cardiff Consultancy Services website
2. **Events.** A way of engaging new visitors will be to post interesting events and visits that are taking place in Cardiff & Wales
3. **Images.** It is really important to make the social media profiles as visual as possible through the use of strong images. Users are more likely to respond to images than words and share the post. Upload images of people at Cardiff Consultancy Services events to help bring history to life
4. **Promotion.** Encourage users to, become a member of Cardiff Consultancy Services contact list.
5. **Competitions.** Work well for driving traffic to websites and increasing interaction
6. **National news.** Sharing Mental Health related news with attributions to relevant source
7. **User generated content.** Sharing and re-tweeting relevant user generated content
8. **Conversational.** Asking social media users questions to drive interaction
9. **Topical.** Monitor trending topics and tap into them.
10. **Partner engagement.** Share relevant updates from partner organisations and custodians

## Language and Tone

The use of language and tone needs to be engaging for both Cardiff Consultancy Services traditional following and potential audiences. Therefore, the language needs to be both approachable and authoritative.

1. **Human.** To appeal to non-traditional audiences, language must be friendly and personable, avoiding jargon. Using people's names when responding to their comments and thanking people for their feedback helps to personalise a brand. Use simple, uncomplicated language and talk in snappy sound bites designed for the busy consumer but remember social media is a conversation, rather than one way statements
2. **Expert.** Although the use of language should be very approachable, it's crucial that spelling/grammar is perfect, avoiding slang, to cement Cardiff Consultancy Services role as an expert. The tone should be personal but authoritative to help convey this
3. **Consistent.** Be consistent in tone to help reinforce the Cardiff Consultancy Services brand.

## Cardiff Consultancy Services Associates' Social Media Activities

Cardiff Consultancy Services respects the rights of its associates and its authorised agencies' associates to use blogs and other social media tools not only as a form of self-expression, but also as a means to further the objectives of Cardiff Consultancy Services. It is important that all associates are aware of the implications of engaging in forms of social media and online conversations that reference Cardiff Consultancy Services and/or the associate's relationship with Cardiff Consultancy Services, and that associates recognise when Cardiff Consultancy Services might be held responsible for their behaviour.

Outlined below are five principles which refer to those personal or unofficial online activities where you might refer to Cardiff Consultancy Services:

1. **Adhere to the office policies of Cardiff Consultancy Services.** All staff, including volunteers, are subject to the Policies of Cardiff Consultancy Services in every public setting.
2. **You are responsible for your actions.** Anything you post that can potentially tarnish Cardiff Consultancy Services image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.
3. **Be a "scout" for compliments and criticism.** Even if you are not an official online spokesperson for Cardiff Consultancy Services, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about Cardiff Consultancy Services or its brands online that you believe are important, please send on to relevant Cardiff Consultancy Services and/or internal contact.
4. **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about Cardiff Consultancy Services and its sites, or see third parties trying to spark negative conversations. Avoid the temptation to react yourself. Pass the post(s) along to the relevant Cardiff Consultancy Services and/or internal contact to approve a response.
5. **Be conscious when mixing your business and personal lives.** Online, your personal and business personas are likely to intersect. Cardiff Consultancy Services respects the free speech rights of all of her employees and associates, but you must remember that clients, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information of Cardiff Consultancy Services (including confidential information.)

### **Disciplinary action over social media use**

All employees & volunteers are required to adhere to this policy. Employees & volunteers should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to summary dismissal.