

Lewisham Islamic Centre

Social Media Policy & Procedures

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Policy owner: Lewisham Islamic Centre

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Revision history

Version	Date	Description of Revision	Version	Date	Description of Revision
1.0	25/09/17	Policy finalized	4.0	01/01/21	Amended charity number
2.0	25/09/18	No changes made			
3.0	01/09/19	Recent media sites and notes added including data legislations, layout changed,			

The latest version of this policy will always be on the intranet.

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SOCIAL MEDIA POLICY

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1. Policy Statement

- 1.1. **Lewisham Islamic Centre (LIC)** recognises that the internet provides unique opportunities to participate in interactive discussions, engage with the wider community, and share information on particular topics using a wide variety of social media tools.
- 1.2. This social media policy provides guidance for **Employees** of **LIC** in the use of social media sites such as **blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, Social networking sites such as; Facebook, WhatsApp, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Tumblr, Flickr, Myspace, Vine, Vero, Snapchat, Reddit, Tiktok etc** that permit users to share information, ideas and views with others.
- 1.3. However, employees' use of social media can pose risks to the **LIC's** confidential and proprietary information; reputation; thus, jeopardizing **LIC's** compliance with legal obligations.
- 1.4. To minimize these risks, avoid loss of productivity and to ensure that the **LIC's** IT resources and communications systems are used only for appropriate business purposes; the **Centre** expects employees to adhere to this policy, which outlines **staff** responsibilities when accessing and using social media websites.
- 1.5. This policy does not form part of any employee's contract of employment and may, after consultation with **LIC's** management, be amended at any time. Nothing in this Policy is intended to restrict or undermine your employment rights.

2. Scope and purpose of this policy

- 2.1. This policy covers all individuals working at all levels and departments at **LIC**, including contractors and volunteers (collectively referred to as **staff / employees** in this policy).
- 2.2. This policy applies to the use of social media for both work and personal purposes, whether during working hours or otherwise. The policy applies regardless of whether the social media is accessed using the **LIC's** IT facilities and equipment or equipment belonging to members of **staff**.

3. Social Media Procedures

3.1. The following principles apply to the use of social media on behalf of **LIC** as well as personal use of social media when referencing **LIC**.

- a) **Employees** need to know and adhere to the **LIC's** Code of Conduct when using social media in referencing **LIC**. Through our values, we reflect an establishment that can be relied upon in all respects, and one we can all be proud to work for.
- b) **Employees** should be aware of the effect their actions may have on **LIC's** image as the information posted is unprotected leading to defamation and the invasion of privacy.
- c) Although not an exclusive list, some specific examples of prohibited social media conduct include posting libellous commentary, harassing content, or images that are defamatory.
- d) Sensitive **LIC** information are not to be released to the public. Any questions regarding what is considered confidential, should be referred to the **Line Manager**.
- e) Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. **“Unless you are an authorised LIC Spokesperson or Social Media employee, don’t let social media affect your job performance.”**
- f) Social media use shouldn't interfere with **employee's** responsibilities at **LIC**. **LIC's** computer systems are to be used for work purposes only. Personal use of social media networks during working hours is discouraged and could result into disciplinary action.
- g) After working hours online activity that violates **LIC's Code of Conduct** or any other **establishment's** policy may subject an **employee** to disciplinary action or termination of employment. It is highly recommended that **employees** keep **LIC** related social media accounts separate from personal accounts.
- h) If **employees** publish content after working hours that involves work or subjects associated with **LIC**, a disclaimer should be used, such as: “The postings on this site are my own and

may not represent **LIC's** position.” **LIC** should not be held liable for any repercussions the employees' content may generate.

- i)** If **employees** encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner as “there’s no winner in that game.” They should also seek the advice from their line managers.
- j)** **Employees** should get appropriate permission before giving reference to or posting images of **LIC** current or former employees. The collection, use and storage of digital data, including any information gathered on **LIC** social media platforms must be in compliance with **GDPR, 2018** and **the Data Protection act, 2018**. Additionally, **employees** should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- k)** **Employees** should be aware that **LIC** may observe content and information made available by employees through social media. Employees should use their discretion in posting information that is neither inappropriate nor harmful to **LIC**, its **employees**, or **Service-users**.
- l)** **LIC** reserves the right to edit or amend any misleading or inaccurate content violating its code of conduct depicted in employees' blog posts.

DECLARATION

The **Social Media Policy** and its **Procedures** will be widely promoted and are mandatory for everyone involved in **Lewisham Islamic Centre**. Failure to comply with the policy and procedures will be addressed without delay and may ultimately result in dismissal/exclusion from **LIC**.

Everyone will certify their acceptance of this **Policy** by signing the **Declaration** that they have read and will abide by this **Social Media Policy**.

LIC urges you to review the Social Media Policy thoroughly, discuss any concerns with your line managers or head of departments.

Social Media Policy declaration

I, (**Employee/Volunteer** _____), have read, understood and agree to abide by the **Social Media Policy** of **LIC** and I understand that such adherence is a condition of my employment, contract or volunteer work. I understand that a violation of this **Policy** may be grounds for termination as a volunteer or in the case of an **employee** immediate dismissal for just cause without notice or pay in lieu of notice.

Signed this **Day** _____, **Month** _____, **Year** _____.

(Volunteer/Employee - Signature)

Department

(This page must be signed and handed over to the Centre Coordinator for filing records)