

Policy: Social Media Policy

Policy number: HAPC/POL/032

Responsible department/Policy Owner:	Communications Samina Taj, Head of Digital Marketing
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Associated Documents:	

Date approved by Board of Directors:		Signature:	Print name:
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Revision History & Summary of Changes

Revision History Summary of changes and justification	Changes reviewed & approved by	Date of review & approval	Date effective
Strengthened section 6 Roles and responsibilities			
Inclusion of new section – Section 18 Social media moderation			
Strengthened section 8 - 12 <ul style="list-style-type: none"> • Representing Human Appeal • Inappropriate content and uses • Maintaining confidentiality • Online behavioural guidelines • Using personal social media accounts at work and in your own personal time 			
Inclusion of new section – Section 23 Social media screening			

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Social Media Policy

Policy Number	HAPC/POL/032	Version	
Approved on	20 December 2017		
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1. Introduction

Human Appeal is an incorporated UK charity working across the globe to strengthen humanity's fight against poverty, social injustice and natural disaster, through the provision of immediate relief and establishment of self-sustaining development programmes. Our vision is to contribute to a just, caring and sustainable world, free of poverty. Human Appeal does this by raising money to fund immediate and long-term sustainable solutions, and empower local communities.

2. Policy statement

2.1. Human Appeal believe social media can bring significant benefits and offers a platform for the charity to build and strengthen its profile online, perform marketing, stay connected and build relationships with its current and potential employees, volunteers, donors, partners, the media and other stakeholders.

2.2. Social media is an excellent way for employees to make useful connections, share ideas and shape discussions; therefore, Human Appeal encourages employees to use social media to support its aims and objectives. However, it's important that employees who use the charity's social media accounts and / or their own personal social media accounts do so in a way that enhances the charity's prospects without compromising its integrity. This Social Media Policy describes the rules governing use of social media at Human Appeal.

2.3. We aim:

2.3.1 to encourage best practice;

2.3.2 to protect Human Appeal and your reputation as an employee of the charity;

2.3.3 to protect those we may engage with via social media;

2.3.4 to protect and strengthen the reputation and brand values of Human Appeal;

2.3.5 to clarify where and how existing policies and procedures apply to social media;

2.3.6 to promote effective and innovative use of social media as part of the charity's activities and to highlight those areas where conflict may arise.

3. Policy objective

3.1. We aim to provide a framework for using social media and set out practical advice to avoid issues that might arise by careless or inappropriate use of social media in the workplace. It also explains the rules around using personal social media accounts at work and describes what staff may and may not say about the charity and in general on their personal accounts.

3.2. To make the most of the opportunities presented by social media, it is important that staff understand what is acceptable, when activity is public or private, and how to protect themselves against unintended consequences.

4. Definition of terms

4.1. Social Media – refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers them all.

4.2. Employees, contractors and volunteers working on behalf of Human Appeal - will be referred to as **staff** in this policy.

5. Scope

This policy covers all individuals working at all levels and grades, including trustees, directors, senior managers, officers, co-ordinators, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as staff in this policy) working on behalf of Human Appeal. It is to be considered for both business and personal purposes, whether during office hours or otherwise. It also applies when social media is accessed using Human Appeal's IT facilities, or equipment belonging to members of staff.

6. Roles and responsibilities

- 6.1. Everyone who operates a charity social media account or who uses their personal social media accounts at work or in their own personal time is responsible for implementing this policy. However, the following people have key responsibilities:
- 6.2. **Head of Digital Marketing** is ultimately responsible for ensuring all Human Appeal staff members are using social media safely, appropriately and in line with the charity's objectives and this policy. In addition, they are responsible for providing apps and tools to manage the charity's social media presence and track any key performance indicators. They are also jointly responsible for proactively monitoring for social media security threats in conjunction with the Systems & Development Team, and to work with the Social Media Co-ordinator, Programmes Department, Communications Department and the Community Fundraising Department to roll out marketing ideas, campaigns and initiatives through our social media channels in accordance with this policy.
- 6.3. **Social Media Co-ordinator** is responsible for building online communities through the charity's social media profiles, reputation management and analysis, and ensuring requests for assistance and support made via social media are followed up in a timely manner, in accordance with this policy.
- 6.4. **Trustees and Directors** are responsible for implementing the standards of compliance specified in this policy within their areas of responsibility
- 6.5. **Managers** have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff members understand the standards of behaviour expected of them and taking action when behaviour falls below the requirements.
- 6.6. It is the responsibility of all **staff members** to read and act in accordance with the principles of this policy and its guidelines.

7. Policy provisions

Regardless of what social networks staff are using, whether they're using Human Appeal's official business accounts or their personal accounts in charity time or in their personal time, all staff members should follow governance rules and apply expected behaviours to avoid common pitfalls.

8 Representing Human Appeal

- 8.1 Staff members who represent our organisation by handling social media accounts or speaking on behalf of Human Appeal must act carefully and responsibly to protect our image and reputation. All staff members are responsible for the way they conduct themselves online and it is important they are aware that posting information on social networking sites in a personal capacity cannot be entirely isolated from their working life. Human Appeal recognises an individual's right to a private life and understands that social networking sites are a way for people to maintain contact with friends and family. How much information you share about yourself is very much a personal decision but working for Human Appeal brings with it responsibility. All staff are accountable for any information placed in the public domain, even if it is on a privately held account. As an employee of Human Appeal you are expected to conduct yourself appropriately during working hours and outside working hours, and should always consider the consequences of sharing information with others.

8.2 You have a duty to ensure that inappropriate use of information through social media sites and internet messaging services does not jeopardise:

- The safety of any staff;
- The organisation's reputation or public confidence;
- The confidentiality of any assets retained by the organisation.

8.3 Therefore, to ensure that personal social media accounts do not compromise your professional position, we advise on the following. All Human Appeal staff are required to ensure that they **do not**:

8.3.1 Promote content that is:

- Islamophobic, racist, sexist, promotes religious intolerance, or may be offensive to members of our social media community.
- Contains pornography, abusive, obscene, indecent or offensive language, or links to obscene or offensive material.
- Contains abusive language or violence towards an individual involved in the thread, or other organisations.
- Contains swear words or other sorts of profanity.
- Contains information promoting gambling, drug use, terrorism, or materials relating to cults.
- Is libellous, misleading or contains inaccurate accusations.

8.3.2 Discuss or post information about colleagues, competitors, donors, beneficiaries, partners, authorities, suppliers or other stakeholders without their approval. Sensitive personal data must be kept safe and secure at all times. This must not be shared unless explicit permission has been sought.

8.3.3 Be mindful that all comments must abide by the standards outlined in the charity's GDPR, Equality and Diversity Policy, Dignity and Respect Policy and our Global Code of Conduct. **(GDPRVER01-OCT17, EDPVER01-OCT17, DARPVER02-OCT17 GCOCVER03-NOV17).**

8.3.4 Conduct themselves in a way that is detrimental to Human Appeal;

8.3.5 Participate in any interaction, which would damage working relationships between Human Appeal staff, donors, partners, members of the public, or other stakeholders;

8.3.6 Make offensive comments about the services provided by Human Appeal including Human Appeal staff, donors, partners, agencies, members of the public, or other stakeholders;

8.3.7 Make offensive comments of a discriminatory nature about anyone;

8.3.8 Share confidential information about Human Appeal, its staff, donors, partners, agencies, members of the public, or other stakeholders;

8.3.9 Discuss private information about others that they have learned through their work;

8.3.10 Discuss operational or otherwise sensitive matters on privately held social media sites or internet messaging services;

8.3.11 Post or publish any written or pictorial material obtained or gathered during the course of their work without the approval of the Communications Department;

8.3.12 Join any group or organisation likely to undermine the integrity or impartiality of Human Appeal.

8.4 Any Human Appeal staff member found to be in breach of the above could be subject to disciplinary proceedings. (See Disciplinary Policy **DPVER02-OCT17** and Disciplinary Process Map **DPMVER01-SEP17**)

8.4.1 Whilst there is no intention to restrict any reasonable exercise of your rights and freedoms, it is expected that you will conduct yourself in such a way as to avoid bringing Human Appeal into disrepute or compromising its effectiveness or the security of its operations or assets.

8.4.2 Do ensure that you make use of the privacy settings available on social networking sites. However, you must be aware that social networking websites are a public forum and should not assume that entries on any website will remain private.

8.4.3 Be extra vigilant, when liking or sharing posts etc., that you have a clear understanding of who has raised the post and it is appropriate for you to offer an opinion.

9. Inappropriate content and uses

Official charity accounts and personal social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the charity into disrepute. When sharing an interesting blog post, article or piece of content, staff members should always review the content thoroughly, and should not post a link based solely on a headline.

9.1 Inappropriate content includes but is not limited to:

- pornography
- racial or religious slurs
- gender-specific comments
- violence
- information encouraging criminal skills or terrorism, or materials relating to cults
- gambling and illegal drugs.

9.2 Inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

9.2.1 Criticising, disagreeing or arguing with other staff members in a public space online.

9.2.2 Making malicious or false comments about other individuals, organisations or groups.

9.2.3 The examples above are not a definitive list of the misuse of social media, but are examples to illustrate what Human Appeal consider as misuse and malpractice. Staff members are encouraged to talk to their line manager and seek advice if they are unclear.

10. Maintaining confidentiality

10.1 Staff members must not share or link to any content or information owned by the charity that could be considered confidential or commercially sensitive. This might include details of:

- Key donors
- Stakeholders
- Partners, authorities
- Beneficiaries
- Budgets
- Income
- Expenses
- Admin costs

10.2 Information about future marketing campaigns partnerships or initiatives

10.3 Any content or information owned by another charity or person that could be considered confidential or commercially sensitive.

10.4 Share or link to data in any way that could breach the charity's **General Data Protection Regulation Policy (GDPR) (GDPRVER01-OCT17)** and Data Protection Act 1998¹.

10.5 At any given opportunity staff members must not interact with Human Appeal's competitors in a way which could be interpreted as being offensive, disrespectful or rude. Communication with direct competitors must be professional and kept to a minimum.

11. Online behavioural guidelines

11.1 The following principles apply to professional use of social media on behalf of Human Appeal and personal use.

11.2 Staff members should know and adhere to Human Appeals Code of Conduct (**GCOCVER03-NOV17**),

¹ <https://www.legislation.gov.uk/ukpga/1998/29/contents>

Employee Handbook, and other organisational policies when using social media.

11.3 Political impartiality views: avoid compromising the charity’s political impartiality, by not expressing party political views or unsolicited views on social, religious or other non – business related matters.

11.4 Do not promote content that:

- 11.4.1** Is islamophobic, racist, sexist, promotes religious intolerance, or may be offensive to members of our social media community.
- 11.4.2** Contains abusive, obscene, indecent or offensive language, or links to obscene or offensive material.
- 11.4.3** Contain abusive language and violence towards an individual involved in the thread, or other organisations.
- 11.4.4** Contains swear words or other sorts of profanity.
- 11.4.5** Is libellous, misleading or inaccurate accusations.
- 11.4.6** Encourages criminal skills or terrorism, or materials relating to cults.
- 11.4.7** Relates to gambling and illegal drugs.

Inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

11.5 If unsure, don’t post it: If staff feel an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it.

11.6 Be thoughtful and polite: Many social media users have got into trouble simply by failing to observe basic good manners online. All working on behalf of Human Appeal should adopt the same level of courtesy and professionalism used when communicating with colleagues, donors, stakeholders, authorities or partners via email or face to face conversations.

11.7 Look out for security threats. Staff members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.

11.8 Don’t make promises: Some social networks are very public, so staff members should not make any commitments or promises on behalf of Human Appeal without checking that the charity can deliver. Human Appeal’s Social Media Co-ordinator will direct any enquiries they are unable to resolve to the Admin & Business Support Officers from the Donor Care Department.

11.9 Handle complex queries via other channels: Social networks are not a good place to resolve complicated enquiries and donor or stakeholder issues. Once a donor or stakeholder has made contact, staff members should handle further communications via the most appropriate channel. All official complaints should be referred directly to the Complaints Officer (please follow the Complaint’s Process **CPMVER01-SEP17**).

11.10 Don’t escalate things: It’s easy to post a quick response to a contentious status update and then regret it. Staff members should always take the time to think before responding, and hold back if they are in any doubt at all. Think twice before sending. Take the discussion off-line out of the public domain. If a formal response is required, this will be handled by the **Head of Digital Marketing** or a nominee in the absence of the **Social Media Co-ordinator**.

11.11 Avoid speaking on matters outside your field of expertise: Staff members should be careful not to answer questions or make statements about the charity and otherwise that fall outside their remit.

12. Using personal social media accounts at work and in your own personal time

The following applies to anyone working on behalf of Human Appeal

- 12.1.1** Human Appeal allow staff members to access their personal accounts at work. However, we expect them to act responsibly and ensure their productivity is not affected (**See Personal Mobile Devices in the Workplace Policy PMDWPVER02-OCT17**). Human Appeal recognises that personal accounts can generate a number of benefits such as; industry contacts can be made that will be useful for the organisation as a whole, and, by posting about Human Appeal, staff can help to build the charity's profile online.
- 12.1.2** As a result, the charity is happy for staff members to spend **authorised** time using their personal social media accounts for development / work purposes only. Line managers must ensure the use of personal social media accounts is kept to a minimum.

We advise staff to:

- 12.1.3 Keep personal social media use reasonable:** Although we believe having staff who are active on social media can be valuable to both staff members and to the charity, users should exercise restraint in how much personal use of social media they make during working hours.
- 12.1.4 Talking about the charity on your personal social media accounts:** If staff make references to their work on social media (for example, giving opinions on their specialism, updates or the sector in which Human Appeal operates), they should neither claim nor imply that they are speaking on behalf of Human Appeal (unless authorised in writing by their line manager).
- 12.1.5** Any personal posting where a link may potentially be made with Human Appeal must include in a prominent place an explicit disclaimer to clarify that the staff member is not representing Human Appeal's views or opinions. An example of such a statement is as follows: ***'The views expressed are my own and do not reflect the views of my employer, Human Appeal.'***
- 12.1.6 Try to add value.** Provide worthwhile information and perspective. Our charity is best represented by the people who work here and care about its core aims and objectives.
- 12.1.7 Posting charity content on your personal social media accounts:** Staff members are able to post / share the following official charity content on their personal social media platforms once issued by the Communications Department:
- Marketing campaign / appeal posters and videos
 - Event posters e.g. dinners, tours
 - Infographics
 - Competitions
 - News articles / blogs
 - Press releases
 - Case studies
 - Livestreams
 - Publications – reports, guides, eBooks and whitepapers e.g. Annual Report, Programme reports / factsheets, Ramadan magazine
 - Feedback from our country offices
- 12.1.8** Content created by outsourced agencies (e.g. fundraising event posters), content featuring third parties (e.g. Muslim Lifestyle Expo) and livestream content (e.g. livestream content from the field) must be approved by the Communications Department before being posted on official and personal social media accounts.
- 12.1.9 Protect the Human Appeal brand:** Use of the charity's logo or trademarks on your personal social media accounts is prohibited unless permission is granted by the Communications Department.
- 12.1.10** With online social networks, the lines between personal and professional use may blur. It is important all employees are aware of their association with Human Appeal online. Where staff

have disclosed they work for Human Appeal on their social media platforms or can be identified as an employee through association with other people, they should ensure their profile and related content is consistent with the charity and this policy. We advise all working on behalf of Human Appeal to be mindful of the forum/platforms they participate in and be sure it is consistent with Human Appeals values and Global Code of Conduct (**GCOCVER03-NOV17**).

13. Human Appeal authorised social media accounts

13.1 Authorised users

Only employees such as the **Head of Digital Marketing, Social Media Co-ordinator and Digital Marketing Assistant** have authorisation to use the charity's official social networking accounts. Authorisation is only provided by the Head of Digital Marketing, and it is typically granted when social media-related tasks form a core part of a staff members' job.

13.2 All staff members who are given authorisation to use the official charity social networks will undergo training before such activity, and certain requirements and restrictions will be imposed via a briefing document.

13.2.1 Access controls are managed by the Communications Department.

13.3 Authorised users will have access to the following official charity platforms:

- **Facebook:** <https://www.facebook.com/HumanAppeal.UK/>
- **Instagram:** humanappeal
- **Twitter:** @HumanAppeal
- **LinkedIn:** <https://uk.linkedin.com/company/human-appeal>
- **Youtube:** <https://www.youtube.com/user/humanappealint>
- **Snapchat:** HumanAppeal

13.4 Social media sites and services include (but are not limited to):

- Popular social networks like **Facebook** and **Twitter**.
- Photographic and video sharing social networks like **Instagram, Snapchat, Pinterest, YouTube** and **Vimeo**.
- Professional social networks like **LinkedIn**.
- Social messaging apps like **WhatsApp**.

13.5 Campaign-specific accounts

To avoid diluting the regular official social media channels, Human Appeal's Communication Department may on occasion create campaign specific accounts. Human Appeal will consider creating a campaign specific social media account when the subject matter / campaign is niche or specialist (i.e. of limited interest to the bulk of our followers; or with a specific target audience such as young people/women/vulnerable workers). When additional accounts are used Human Appeal will cross-reference and repost any content of relevance to the different sets of followers.

14. Purpose of Human Appeal's social media accounts

Social media is a part of our working lives. It can help us do our jobs better; from the Online Team using Facebook to share information about our campaigns, to fundraisers gaining support for their activities on Twitter. Human Appeal is committed to making the best use of all available technology and innovation to improve the way we do business. We are keen to encourage staff to make effective use of social media where it helps them to do their jobs.

14.1.1 In general, authorised users should only post updates, messages or otherwise use these

official charity social media accounts to:

- 14.1.2** Raise public awareness of humanitarian issues.
- 14.1.3** Promote new marketing campaigns.
- 14.1.4** Support new appeals and other initiatives.
- 14.1.5** Promote new partnerships and outreach for new partnerships.
- 14.1.6** Extend reach of our main charitable messaging by building relationships with relevant audiences, including stakeholders, grass root supporters and key influencers such as bloggers and journalists.
- 14.1.7** Respond to customer enquiries and requests.
- 14.1.8** Leverage existing Human Appeal content such as press releases, statements, blogs, articles, publications and other content created by the charity, partners, agencies and / or others, encouraging traffic to www.humanappeal.org.uk or other Human Appeal maintained social media channels.
- 14.1.9** Provide fans or followers with an insight into what goes on at the charity.
- 14.1.10** To listen and participate in conversations.
- 14.1.11** Provide channels for our audiences to interact with Human Appeal, provide feedback, seek help and suggest ways to improve our products and services.
- 14.1.12** Provide live coverage of events for those who cannot attend e.g. Ramadan launch, campaign launches or promotions).
- 14.1.13** Act as a communication channel to use if other channels become unavailable, and as a medium for crisis communications.
- 14.1.14** Social media is a powerful tool that changes quickly. Staff are encouraged to think of new ways to use it, and to put those ideas forward to the Head of Digital Marketing and Social Media Co-ordinator.

15. Content principles

- 15.1.1** Social media posts will be clear and use language accessible and suitable for the platform on which they appear.
- 15.1.2** Language will be in line with our brand and style guide, reflecting the Human Appeal's position as an authoritative and credible international NGO.
- 15.1.3** Updates will be timely, addressing current topics of interest and contributing to the public discussion on core humanitarian issues.
- 15.1.4** Updates will be informative to both organisations and members of the public, promoting core humanitarian issues, campaigns, projects, products, services, guidance and advice with links to the Human Appeal website.
- 15.1.5** In keeping with the knowledge and information-sharing culture of social media, Human Appeal will pursue opportunities to signpost / share relevant content e.g. via third party credible media sites.
- 15.1.6** Human Appeal will post multimedia such as photos or videos.

16. Impartiality

In order to remain an effective international NGO, it is important that Human Appeal remains impartial in all respects. This will be a consideration in the management of all social media channels.

- 16.1.1** Depending on the platform, Human Appeal may connect with or follow other professionally relevant parties via social networks. This should not be viewed as an endorsement of any kind – political, commercial, or otherwise.
- 16.2** For purposes of engagement, openness and sharing relevant information, Human Appeal may repost the communications of other parties. This should not be viewed as an endorsement of the other party.
- 16.3** When posting messages to microblogging sites such as Twitter, Human Appeal may use hashtags (#) to improve search visibility. These hashtags should be viewed in context of the message

and wider discussion and are not an endorsement of any persons, products or services mentioned therein.

- 16.4** During the pre-election period of purdah, Human Appeal will be particularly sensitive to the release of any updates that could potentially affect political bias.

17. Copyright

- 17.1** Human Appeal respects and operates within the Copyright, Designs and Patents Act 1988² and users may not use social media to:
- 17.2** Publish or share any copyrighted software media or materials owned by third parties, unless permitted by that third party.
- 17.3** If staff members wish to share content, which supports the charity's objectives, published on another website or social media site, they are free to do so if that website or social media site has obvious sharing buttons or functions on it. Once permission is sought from a Line Manager, staff members must ensure they acknowledge the author where appropriate. If staff members are unsure, they are advised not to share.
- 17.4** Sharing links to illegal copies of music, films, games or other software is prohibited.

18. Social media moderation

Human Appeal's official social media channels are moderated daily. We cannot accept responsibility for the content of any comments.

On occasion, we will exercise the right to delete posts and ban users, including Human Appeal staff members.

18.1 We will remove content that:

- 18.1.1** Is islamophobic, racist, sexist, promotes religious intolerance, or may be offensive to members of our social media community.
- 18.1.2** Contains pornography, abusive, obscene, indecent or offensive language, or links to obscene or offensive material.
- 18.1.3** Contain abusive language or violence towards an individual involved in the thread, or other organisations.
- 18.1.4** Contains swear words or other sorts of profanity.
- 18.1.5** Contains information promoting gambling, drug use, terrorism, or materials relating to cults.
- 18.1.6** Is libellous, misleading or contains inaccurate accusations.
- 18.1.7** Is spam (for instance, promotions, sales, self-promotion, repeated posts with the same messages etc).
- 18.1.8** Is completely removed from the topic of conversation or aren't relevant to the item posted on the wall.
- 18.1.9** Is designed to cause a nuisance to the page administrator or other users.

Serious breaches, or content promoting hate speech, will be evidence and reported to the relevant authorities.

19 Creating social media accounts

The charity operates its social media presence in line with a strong strategy that focuses on the most appropriate social networks, given where their target audiences are and available resources. If there is a case to be made for opening a new account, staff members should put together a business case explaining why they believe another social media account should be created to their line manager and the Head of Digital Marketing.

20 Unauthorised / inactive social media accounts

² <https://www.legislation.gov.uk/ukpga/1988/48/contents>

- 20.1** Any identified historical social media accounts in the charity's name must be closed down if they do not contribute to the aims and objectives of the charity's wider social media strategy. We believe an abundance of inactive social media accounts reflects poorly on the communications strategy of the organisation. Therefore, accounts that have been inactive for more than two months and do not contribute to the charity's wider social media strategy may be subject to deactivation or deletion.
- 20.2** The Head of Digital Marketing and Social Media Co-ordinator will periodically monitor accounts for activity and contact the appropriate administrator to discuss inactivity. Accounts won't be automatically removed; the Head of Digital Marketing or Social Media Co-ordinator will firstly contact the administrator to discuss options before deactivation.
- 20.3** Staff members must report unauthorised / inactive Human Appeal social media accounts to their line manager and the Head of Digital Marketing.

21 Security and data protection

Staff members should be aware of Human Appeal's GDPR Policy (**SGPVER03-OCT17**) and the security issues that can arise from using social networking sites. Please see the ICT and Security Policy (**ICTSPVER02-OCT17**) for more information.

22 Monitoring social media use

- 22.1** The charity reserves the right to monitor how social networks are used and accessed through the company's IT and internet connections and outside of working hours. Any such examinations or monitoring will only be carried out by authorised staff.
- 22.2** Additionally, all data relating to social networks written, sent or received through the charity's computer systems is part of official Human Appeal records. Staff on personal accounts are required to remove internet postings which are deemed to constitute a breach of this policy, regardless of whether the breach is committed during working hours, and regardless of whether Human Appeal's equipment or facilities. The charity can be legally compelled to show that information to law enforcement agencies or other parties.
- 22.3** Having employees spend a significant amount of their time on Facebook, online shopping and social media is bound to affect productivity. This can put a strain on the workload, not to mention the potential increased risks of malware attacks on the corporate network. Therefore, Human Appeal have restricted site access departmentally, some departments will have more flexibility in terms of access than others depending on the nature of their work. **See ICT and Security Policy (ICTSPVER02-OCT17) Clause (6.3.5)**

23 Social media screening

We run background checks on all Human Appeal employees on a periodic basis using a third-party screening and due diligence service provided by Thomas Reuters. We might also use sources in the public domain, such as social media and Google for this purpose. We carry out background checks in accordance with our due diligence policies and procedures in order to protect our charitable interests such as the risk of fraud, corruption, bribery, terrorism, money laundering and hate speech.

- 23.1** As part of our recruitment and selection processes, we might run a background check on new recruits. This may include sharing your personal data with employment agencies, previous employers, the Disclosure & Barring Service (DBS), the Driver and Vehicle Licensing Authority (DVLA) and our third-party screening and due diligence service provided by Thomson Reuters. If explicit permission is sought, we will also use social media as part of our recruitment and

selection process, in accordance with our Equality and Diversity Policy (**EDPVER01-OCT17**) and General Data Protection Regulation (GDPR) Policy (**GDPRVER01-OCT17**).

24 Sanctions

- 24.1** Staff members who knowingly breach this policy will be subject to disciplinary action, up to and including termination of employment. (See Disciplinary Policy **DPVER02-OCT17** and Disciplinary Process Map **DPMVER01-SEP17**)
- 24.2** Despite any disclaimers on a staff member's social media accounts, Human Appeal can take action to request posts to be deleted or other actions to be taken in relation to the post, if they think it is harming the charity's reputation by ill association or other negative impacts. Ultimately, it will be up to Human Appeal to act on any consequence depending on the severity of the post. Where appropriate, the charity will involve the police or other law enforcement agencies in relation to breaches of this policy.
- 24.3** To report any breaches of this policy staff members should use our Incident Reporting Process **IRPMVER02-SEP17**. In some cases, staff members may just want to flag a concern, which can be reported using our Whistle-blowing Process Map **WBPVER01-OCT17**.

25 Policy review

This policy will be reviewed on an annual basis to ensure continuing relevance and appropriateness.

26 Related documents

- Appeal Process Map (**APMVER01-SEP17**)
- Complaints Policy and Process Map (**CPVER02-OCT17/ CPMVER01-SEP17**)
- Dignity and Respect Policy (**DARPVER02-OCT17**)
- Disciplinary Policy and Process Map (**DPVER02-OCT17/ DPMVER01-SEP17**)
- Equality and Diversity Policy (**EDPVER01-OCT17**)
- General Data Protection Regulation (GDPR) Policy (**GDPRVER01-OCT17**)
- Global Code of Conduct (**GCOCVER03-NOV17**)
- ICT and Information Security Policy (**ICTSPVER02-OCT17**)
- Whistle-blowing Policy and Process (**WBPVER04-OCT17/ WBPVER01-OCT17**)