ACTO SOCIAL MEDIA POLICY

Purpose

- ACTO believes in encouraging its members, supporters and all colleagues to have an active voice on social media. This policy aims to help members use social media appropriately and safely.

Who the policy applies to

- All members of ACTO using ACTO social media platforms to comment or engage with.

What the policy applies to

- All social media platforms for which ACTO has a presence. Examples include Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Other digital platforms, for example Google and other review websites where individuals may rate and comment on the organisation or service.
- All forms of media such as text, video, photos and infographs.

Recommendations

- ACTO recommends that you assess whether you should keep personal communication and work social media communication separate.
- ACTO Members are recommended, in a professional setting, to be aware of keeping their own identity and that of work colleagues, friends and family safe when using social media. Consideration should be given to the risks of putting personal information on sites used in personal and work capacities.
- ACTO Members should endeavour to understand how to use social media, check personal security settings and the implications of social media being a public and permanent record.

Obligations

- ACTO Members should not accept clients as online friends in their personal network, or in any other way to create an online personal relationship.
- Appropriate secure services should be used to communicate any information that can have privacy implications.
- ACTO Members should respect the principles of confidentiality and privacy with respect to clients.
- ACTO colleagues' personal information should not be shared on social media without their express permission.
- ACTO members are asked to advise the Chair (chair@acto-org.uk) of any concerns that relate to ACTO data or information inappropriately shared on social media or any other digital platform.

Policy agreed by ACTO Board of Directors
Date 7 February 2023
Version 1.0