

## Social Networking Guidance



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## Social Networking Guidance

### 1.0 INTRODUCTION

The purpose of this guidance document is to protect the reputation of employees of Back 2 Work Complete Training / B2W Group and the business as a whole, relating to the use of social networking and associated technologies.

As technologies and resources change the way user's communication and interact with these technologies also change. Back 2 Work Group recognises that social networking can be a useful tool and acknowledges the right of staff freedom of expression. However, staff must be aware of the potential legal implications of materials posted and the possibility of disciplinary action being taken by B2W Group against those whose actions are deemed to be inappropriate.

With this in mind, B2W Group needs to ensure that both staff and learners use technology and in particular social networking in a safe and responsible manner. In relation to this the following guidance is provided.

### 2.0 Guidance

1. Staff should not allow learners access to their personal information, this may include telephone number, address or social network area.
2. Staff should communicate with learners through the appropriate channels e.g. B2W email, Slack, tutorials etc. remember if you write it this can be printed.
3. Staff should not commit anything to a public networking area that they would not be happy to see in print. Remember if you write it this can be printed.
4. Personal social sites should be made private and secure to ensure your personal privacy.
5. If you already refer to your employment at B2W Group on a personal internet site as defined above, or you intend to create such a site, you should seek guidance from a member of the Human Resources Department.
6. Do not use the company logo on personal web pages.
7. Avoid bringing B2W Group or its staff into disrepute and do not use your site to attack or abuse colleagues or learners from the company.
8. Do not reveal information which is confidential to B2W Group
9. Posting of any item, be it photographic or otherwise should not imply acceptance of any illegal activity.
10. If you view staff or learners being abusive you must report this to a senior manager.
11. Failure to use Social networking responsibly may lead to disciplinary action (please see disciplinary guidance documents and policy, this is available on SharePoint)

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### 3.0 Additional information

Before you create a profile, post a picture or tell the online world what you got up to today, have a think about the following and consider whether you are being as safe in the online world as you would be in the offline world.

#### **Are you using the right sort of site?**

People network for all sorts of reasons and there are different sites to suit their needs. You need to make sure that the sites you use are the right ones for you.

#### **Do you know how the site works?**

Most sites let you control how public or private your profile or information about what you have been doing on the site is. These controls are often called “privacy settings” choose a site that gives you as much choice as possible over who can find your profile and how much information they can see. Set the privacy level as strictly as you can – remember, you can always make more information available to more people as you get used to the site and the other users, you cannot take information back from a stranger once they see it.

#### **Would you want a stranger knowing this about you?**

You might think that only your friends would want to look at and use information about you, but you should always be careful with the information you post. Little bits of information about you can be used by others to build up a picture of who you are. Sometimes you might be revealing more about yourself than you would like, and this could be misused.

You might have decided not to allow people to see how old you are until you get to know them. Make sure that any email address you give out does not reveal the year you were born such as [janesmith1994@emailaddress.com](mailto:janesmith1994@emailaddress.com). It is a good idea to have one email address that you only use for social networking; that way until you get to know someone, you don't have to tell them any of your other contact details.

Also, if you do not want people you meet online to work out your real-life location, take care not to give out information which would reveal where you are likely to be at certain times such as the venues to go to or a work email address. Always remember that your personal safety offline can be affected by what you tell people online.

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### What will others think?

It is not just a matter of personal safety. You should also remember that what seems frivolous or even trivial to you and your friends could damage your reputation or B2W Group when seen by others. For example, these are stories of how pictures taken at parties and posted on a profile have caused embarrassment or worse when seen by learners, employees, employers and law enforcement authorities. Before you post something ask yourself what impression someone would get from seeing your web presence. If you applied for a job, would you want people interviewing you have seen everything on your profile?

### Who else is online?

One of the attractive things about social networking is that it gives you a chance to meet people you would never have met in the offline world. Remember that online friendships do not always work in the same way as offline ones. Before sharing personal information, you need to judge whether you really trust someone with your contact detail or private thoughts; also, whether you want to be linked to theirs. When you accept friends, you accept materials on their areas that you may become associated with, think about what may be on a learners site.

Most people use and enjoy social networking sites safely and this guidance is not meant to scare anyone. If something starts to spoil your enjoyment – unwanted attention, offensive comments – most sites allow you to report inappropriate activity. Make sure you read and understand how to do this.