



Social Media Policy

Staff who are authorised to post under MG ALBA, BBC ALBA, LearnGaelic accounts are also referred to the specific Policy and Guidelines for official social and digital media accounts.

MG ALBA operates a social media policy to govern the use of this media within the organisation. The policy covers profile pages and other resources maintained by employees on networking sites including, but not limited to: Facebook, Twitter, Instagram, YouTube and LinkedIn; as well as blogs, forums, message boards, review sites and online polls.

This policy sets out how staff and members should behave when using the MG ALBA's social media platforms and governs how staff and members should refer to and promote MG ALBA on their own personal accounts. Please note that all social networking activities are also governed by MG ALBA's main IT policy and any violation of these policies may result in disciplinary action.

Policy Aims

MG ALBA's Social Media use policy is applied in conjunction with MG ALBA'S IT Policy. This policy applies to all employees, contractors and board members who use social media either for personal or professional reasons. Full details of the IT Policy are contained in section 7.19 of the Company Handbook.

It is important that employees using social media in the workplace use it in a way which does not adversely affect MG ALBA's reputation.

Social media can involve communication between job applicants and MG ALBA and is an avenue for MG ALBA to promote our reputation. Social media may blur the boundaries between what is home and work. Access is often public, even amongst a limited group of connected accounts, and comments are often permanent.

Staff and members should be honest and respectful when using social media. Everything posted on social media may be tracked back to the source, so staff and members must ensure content posted on social media accounts, both in a work and personal capacity, fits with MG ALBA's ethos and values.

Terms of Use

Social media usage for MG ALBA purposes is overseen by the the Digital Hub Manager. Social media usage for personal reasons does not need approval by MG ALBA.

When using social media, either in a personal or work capacity, during or outside working hours, posts on social media must not:

- compromise MG ALBA, disclose confidential data or disclose sensitive data
- damage MG ALBA's reputation or brand
- breach copyright or data protection laws or regulations
- contain libel or defamatory content
- engage in bullying or harassment
- be of illegal, sexual or offensive content

Agreed by Board 26/11/19



- interfere with your work commitments
- use the name of MG ALBA to promote products or political opinions
- contain anything that could be deemed as inappropriate
- tag colleagues in photos without their permission

Staff and members should ensure they consider the MG ALBA's other policies on IT, passwords, marketing, public relations, press announcements and branding.

Social media content attributable to staff which breaches the terms of this policy, or the other related policies, may result in an investigation and disciplinary action under the MG ALBA's disciplinary policy.

Social Media and Recruitment

Recruitment processes are increasingly utilising social media as a method of engaging job-seekers. Due to the increasing amount of content posted online, viewing candidate's social media profiles is a quick and effective way of checking details contained in a CV or getting an idea of the personality of the candidate.

MG ALBA permits reviewing the social media profiles of candidates for recruitment purposes. This review must be carried out in accordance with the MG ALBA's policies and code of conduct.

Accessing of the candidate's profile page may be disclosed to the candidate during the recruitment process. Where information is discovered that makes the candidate unsuitable for the position, the candidate will be notified and they will be entitled to make representations about the information and their unsuitability.

Business Contacts

Details of business contacts obtained during the course of an employee's employment are considered confidential information and remain the property of MG ALBA. Business contact details includes the contacts records in computer software installed on an employee's computer as well as maintained in third party websites including social media. Staff and members must ensure they are fully aware of MG ALBA's Data Protection policy in this area and that policy is fully observed should they wish to add business contacts to personal social media.

Policy Enforcement

Using social media in a way which breaches this policy will result in such content being removed from corporate accounts and the employee's authorisation to use corporate social media accounts on behalf of MG being suspended and removed. Such content may be damaging to MG ALBA or employees and may lead to disciplinary action under MG ALBA's disciplinary policy, which may be serious or gross misconduct.

MG ALBA reserves the right to visit the social media accounts of employees if it is necessary to verify compliance with the terms of use.