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**Social Media Policy**

Updated 03.07.20 13.30

This document outlines Meridian Centre’s policies related to use of Social Media. Please read it to understand how all staff, Trustees and volunteers must conduct themselves on the Internet as professionals. As new technology develops and the Internet changes, there may be times when we need to update this policy. If we do so, we will notify you in writing of any policy changes and make sure you have a copy of the updated policy.

**Friending**

Staff, Trustees and Volunteers are not to accept friend or contact requests from current or former users on any social networking site (Facebook, LinkedIn, Twitter, Snapchat, Instagram etc). Adding users as friends or contacts on these sites can compromise your confidentiality and our respective privacy. It may also blur the boundaries of e.g. our therapeutic relationship (counselling); our teaching relationship.

Likewise, staff, Trustees and volunteers should never google, nor seek to add clients/users on social media. Consider the culture of ‘implicit immediate availability’ that social media can create. Clients with digital access to you are, according to research and experience, less boundaried about contacting you between sessions.

If you have questions about this, please bring them up when at the next staff meeting and we can talk more about it.

It is your right to maintain personal social media accounts. However we expect you to uphold the following:

**Disclose**

Anyone can say anything on the internet. It is both the platform’s greatest strength and chief weakness. When you are posting on the internet, your integrity is on display for the entire world to see, so strive to be ethical, truthful, and decent.

You are not, in any circumstances (except to promote events on the Meridian Centre or its affiliated project accounts) to post about the Meridian Centre, its staff, trustees or volunteers. Nor can you disclose events or incidents that may have occurred within Meridian Centre projects.

If you are leaving Meridian Centre, please remember to update your employment information on social media sites.

**Protect Meridian**

Keeping Meridian Centre confidential information confidential is a keystone of our charity. You may be aware of things about the Meridian Centre that could affect our organisation. It is essential to safeguard Meridian Centre information, especially on the internet.

Protecting Meridian Centre is part of your job. Do not post any confidential information on any social platforms. This includes financial information, product information, and legal information.

Do not make public, personal quarrels you have with meridian centre staff (including your manager), trustees, volunteers or partner organisations. Do not make public your personal disagreement with Meridian Centre policies. Do not make public your personal grievances with events that may have taken place during or outside work hours related to the Meridian Centre.

**Use Common Sense**

When you are online, you are representing yourself – uphold the ethical standards you employ whilst at work. There is no room for bigotry, prejudice, misogyny, or hatred in our organisation or on our associated social media feeds. Just by identifying yourself as a Meridian Centre employee, you are creating perceptions about your expertise and about Meridian. Do us all proud.

Should it come to our attention that you have failed to uphold these standards, you may be taken down the disciplinary route and subject to dismissal.

Did you mess up? It happens. If you make a mistake, admit it immediately. Apologize if you need to. Be upfront, and correct the error as soon as possible.