



Phab Ltd Social Media Policy

Introduction

This policy sets guidelines for the responsible and professional use of social media. It aims to help expand our social media presence while protecting the Phab Ltd and its reputation. This policy will be reviewed annually and updated as needed.

This policy applies to all employees, contractors, and representatives of Phab Ltd who use social media platforms in a professional capacity, whether on behalf of Phab Ltd or personally.

Why We Need a Social Media Policy

This policy will help staff, volunteers and representatives understand appropriate online behaviour, maintain confidentiality and align their messaging with Phab Ltd.'s mission. It also mitigates risks such as misinformation, privacy breaches and reputational damage.

The line between personal and professional opinions can blur on social media, especially when discussing Phab's work. While we encourage social media use, this policy outlines standards everyone must follow.

What is Social Media?

Social media refers to web-based tools and applications that enable users to create and share content (words, images, and videos) and network with others by sharing information, opinions, knowledge, and common interests. Examples of social media channels include Facebook, X (formally known as Twitter), LinkedIn, Instagram, TikTok, and YouTube.

Why We Use Social Media

Social media is vital for communicating Phab Ltd's work to a broader audience. It helps staff engage with our community, participate in relevant conversations, and raise awareness of Phab's mission of inclusion.

Standards

Personal Use and Appropriate Conduct

- **Representation:** Ensure any public information reflects positively on Phab Ltd. Clearly state when you are expressing personal views, not those of Phab. Use disclaimers like: "The views expressed here are my own and do not necessarily represent Phab Ltd.'s positions, policies, or opinions."
- **Conflict of Interest:** If your personal blog or website mentions your work at Phab Ltd, discuss with your line manager to ensure no conflicts of interest.
- **Senior Management:** Those in senior or specialist roles should be cautious, as their personal views may be seen as representing Phab Ltd.
- **Good Judgment:** Use common sense and ensure your online presence is consistent with how you wish to be perceived publicly.
- **High-Profile Interactions:** Do not approach high-profile individuals from personal accounts to support Phab Ltd. This includes requests for retweets or endorsements.
- **Press Inquiries:** If contacted by the press about social media posts related to Phab Ltd, inform your line manager immediately and do not respond directly.
- **Political Neutrality:** Phab Ltd is neutral in party politics. Staff should separate personal political activities from their role at Phab Ltd to avoid conflicts of interest.
- **Brand Usage:** Do not use Phab Ltd.'s logos or trademarks without permission.
- **Privacy and Security:** Be cautious about your privacy and the information you share. Refer to Phab Ltd Online Safety and Privacy Policies for further details.
- **Respectful Conduct:** Express opinions respectfully and correct mistakes promptly. Avoid insulting or treating others poorly.

- **Sharing Content:** Share Phab's official posts and tweets. Personal online engagement that supports Phab is encouraged, following these guidelines.

Professional Use

- **Representation:** Adhere to Phab Ltd.'s branding guidelines and maintain a professional tone on official social media accounts.
- **Accuracy:** Ensure content is factual and respectful. Verify information before sharing.
- **Public Interest:** If releasing information in the public interest, initiate Phab's Ltd.'s Whistleblowing Policy before taking further action.

Recruitment

- When recruiting staff and volunteers via social media platforms e.g. LinkedIn, candidate engagement will be conducted professionally and will follow Phab Ltd recruitment procedures.

Confidentiality

- Do not disclose confidential or proprietary information about Phab or its members/users on social media.
- Obtain written or verbal consent before posting about supporters or users. Respect requests to remove content, even with prior permission.

Libel

- Avoid making defamatory comments about individuals or organisations.
- Do not bring Phab Ltd into disrepute through false or damaging statements.

Respect and Diversity

- Be respectful and avoid offensive or discriminatory language.
- Avoid controversial topics unrelated to work on official accounts.
- Maintain Phab's neutral stance on party politics, while expressing views on policies when relevant.

Endorsements

- Clearly state when a post represents personal opinions.
- Do not endorse products, services, or causes on behalf of Phab Ltd without authorization.

Privacy

- Respect the privacy of colleagues, clients, and partners.
- Do not share personal information without consent.

Compliance

- Follow all relevant laws, regulations, and industry standards when using social media.

Copyright

- Adhere to copyright laws under the Copyright, Designs and Patents Act 1988.
- Do not use or adapt someone else's content without permission and proper attribution.

Consequences for Violations

- Violations of this policy may result in disciplinary action, up to and including termination of employment/voluntary role.

Acknowledgment

- All employees must acknowledge that they have read and understood this social media policy.
- Failure to do so may result in restrictions on social media usage.

Be aware: Always protect yourself and Phab Ltd. Be careful with your privacy online and be cautious when sharing personal information. If you're unsure, please contact Phab's Social Media Executive.