

Dementia Care TLC

Social Networking Policy and Procedure



Purpose

To comply with the Health and Social Care Act 2008 (Regulated Activities) Regulations 2014, Regulation 14 - 1, "Persons employed by the registered by the registered person must - (a) be of good character".

To guide Dementia Care TLC's employees on the use of social media, safeguard the privacy of Service Users and protect the reputation of the Agency.

Scope

All social media including Facebook, LinkedIn, Twitter, Instagram, Snapchat, Whatsapp, Youtube, blogs and similar facilities on the internet.

All use of social media whatever facilities are used to access or create material (e.g. PC, Tablet, Smartphone) and whether such material is created inside (e.g. on behalf of organisation) or outside working time.

Policy

You are required to follow reasonable standards of behaviour in using social media so that the impact on the workplace can only be positive.

It is important to recognise that if you can be identified as an employee of Dementia Care TLC in any postings or profile, then you must be careful that your behaviour does not bring us into disrepute or impact negatively on our organisation.

Material placed on social networking sites is public and complete privacy should never be assumed whatever the settings, as information may be passed on.

If you choose to use our systems (outside of working time only) for social networking then such communications should not be regarded as private and may be accessed.

Should you have already posted questionable material, i.e. material which may bring into question "good character" in the context of employment caring for vulnerable people, before this policy was published, or before you were employed by us, then you are required to declare it to your manager. Failure to do so will render you liable for disciplinary action.

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We reserve the right to access any information placed in the public domain, given a reasonable reason for doing so. This includes information that may be relevant to selection, promotion decisions or to discipline.

Adverse information, identified using online or social media searches, will not be used to make decisions without you first having had the opportunity to respond.

Procedure

Behaving Responsibly

Because of the Regulation requirement placed on Dementia Care TLC, be aware that judgement of the “good character” of employees is required, and that the judgement is not confined to behavior in the workplace. Behaviour outside of time employed also contributes to a judgement of good character, in terms of behaviour in the real world and in social media.

Do show respect to colleagues, and Dementia Care TLC as a whole. Our expectations of your behaviour as a blogger or tweeter are much the same as our expectations of you in the workplace. bullying or online harassment will be taken as seriously as any other form of bullying or harassment and render you liable to disciplinary action.

Offensive, discriminatory or derogatory remarks towards an employee, a Service User, a relative or towards us as your employer, or a sustained campaign of critical comment towards any of the above could also lead to disciplinary action.

Social networking may foster good team work but if you want to share photographs, videos or images depicting Services Users on the internet, then you must read the Photographs Policy and Procedure, which requires that express permission is required from every person in a photograph before publication. The Registered Manager should be asked to review the photographs to check that the images do not in any respect compromise the security of Service User, or depict them in a manner which shows a lack of dignity and respect.

Photographs that include documents or computer screens may contravene our policies on confidentiality.

If you want to publish commentary on events or other matters appertaining to Dementia Care TLC we ask that you first check your facts with your manager. If you are asked to correct or amend details we will require that you do so and that you make those changes transparent.

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Never disclose personal information that could put yourself, Service Users or Dementia Care TLC at risk.

You must not publish material that may bring Dementia Care TLC into disrepute or may reduce respect for you in the consideration of Service Users, their family members, or your colleagues.

You must safeguard your own personal standing. If you do not do so and, in being identified as an employee of Dementia Care TLC, such failure brings us into disrepute or impacts negatively on us, then you may be subject to disciplinary action, including dismissal.

You are strongly advised not to befriend Service Users or their relatives on social media sites such as Facebook. Doing so may release information about Service Users which may compromise their safety, for instance by identifying them as vulnerable people, leaving them in turn open to exploitation. Doing so may also contravene your professional standards, such as the maintaining of professional objectivity.

Employees who have contact with Service Users who exhibit disinhibition, or who have problems understanding social context should be particularly careful not to post information or images which may compromise their professional standing and safety.

Social Networking at Work

If you are given specific permission to Tweet or blog or otherwise post material on our behalf, or if material can be traced to us, then you respect copyright legislation and not engage in any form of defamation. As an employee you represent our organisation in these circumstances. Inclusion of this matter in our policy is not *permission* to post on our behalf and doing so without permission could lead to disciplinary action.

If, with our permission, you engage in social networking in relation to your work, for example on LinkedIn, all of the safeguards and standards of behaviour in this Policy also apply.

By default we own all the data in accounts created in connection with your work with us and you are not entitled to use such data if you leave our employment. However, we may enter into a separate agreement with you, if appropriate.

The use of social networking is permitted during lunchtime or at the beginning or end of a shift / the use of social networking is not permitted on our premises or using our facilities at any time.

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You must not engage in social networking during work time unless it is directly related to your work. Any engagement with social networking in connection with work must not be excessive. As applies to phone calls and text, social activities outside work must not intrude into work time other than for emergencies. You must also be open and transparent with Dementia Care TLC about any networking activity undertaken during the course of your work.

Your Legal Responsibilities

Irrespective of your obligations as an employee, you should keep in mind that you are legally responsible for commentary that you personally place online. The internet is the ultimate public place.

Actions that we may take notwithstanding, other parties such as Service Users or relatives of Service Users can take legal action against you for derogatory comments, breaches of data protection or copyright.

Confidentiality

You are responsible for confidentiality and data protection as set out elsewhere in your Confidentiality Agreement.

There are additional clauses in your contract covering intellectual property, trade secrets and other relevant restrictive covenants, and these apply to data contained in social networking performed on our behalf, unless otherwise specified in an agreement.

Divulging confidential, protected or restricted information on the internet may be regarded as a disciplinary offence; breaching a covenant may make you liable by law to injunctions or claims for damages.

The Media

Social media postings can attract attention from traditional media such as newspapers.

If your social networking attracts media attention, where you are identified as an employee of Dementia Care TLC, then you must refer enquiries to the Registered Manager.

Guidance to the Service Provider

