**SEDCAT Social Media Policy**

Purpose: This social media policy outlines the guidelines and expectations for the appropriate use of social media platforms by employees of SEDCAT. Social media can significantly impact our Charities reputation, brand image, and relationships with clients, partners, and the public. Therefore, it is essential to maintain professionalism, integrity, and respect when engaging on social media, whether representing the Charity or expressing personal opinions.

1. Scope: This policy applies to all employees, contractors, volunteers, and representatives of SEDCAT who utilize social media platforms, whether for professional or personal purposes, and regardless of whether they are accessing social media from work or personal devices.
2. Guidelines for Social Media Use:

Professional Conduct:

* 1. Represent SEDCAT professionally and ethically in all social media interactions.
	2. Do not disclose confidential or proprietary information about SEDCAT, its clients, partners, or employees.
	3. Respect copyrights, trademarks, and intellectual property rights when posting content on social media.

Personal Use:

Clearly distinguish personal opinions from those of SEDCAT.

Exercise discretion and good judgment when discussing topics related to SEDCAT or its stakeholders.

Refrain from making disparaging, offensive, or inflammatory remarks about SEDCAT, its employees, clients, partners, or competitors.

Privacy:

1. Respect the privacy of colleagues, clients, and partners. Do not disclose personal or confidential information about others without their consent.
2. Be cautious about sharing personal information on social media platforms, as it may compromise your security and privacy.

Compliance:

1. Adhere to all applicable laws, regulations, and industry standards when using social media.
2. Refrain from engaging in activities on social media that could harm SEDCAT 's reputation or legal standing.

Endorsements:

1. Clearly disclose your affiliation with SEDCAT when endorsing its products, services, or initiatives on social media.
2. Obtain appropriate approvals from the relevant departments before endorsing or promoting SEDCAT on social media.
3. Social Media Account Management:

Official Accounts:

Only the Chief Officer is authorized to create, manage, or represent SEDCAT on official social media accounts.

Ensure official accounts are regularly monitored and updated with accurate information.

Personal Accounts:

1. Maintain personal social media accounts separately from official SEDCAT accounts.
2. Avoid using official SEDCAT logos, trademarks, or branding elements in personal social media profiles without authorization.

Training and Support:

1. Provide employees with training and resources on social media best practices, including this policy.
2. Offer guidance and support to employees who have questions or concerns about social media use.
3. Consequences of Violation:

Violations of this social media policy may result in disciplinary action, up to and including termination of employment or contract.

SEDCAT reserves the right to remove or edit content posted by employees on official social media accounts if it violates this policy or poses a risk to the organization.

1. Review and Updates: This social media policy will be periodically reviewed and updated as needed to reflect changes in technology, social media platforms, and organizational needs. Employees will be notified of any updates to the social media policy and are responsible for familiarizing themselves with the latest version.

By adhering to this social media policy, employees contribute to maintaining a positive online presence for SEDCAT and upholding its values and reputation.

SEDCAT reserves the right to amend, modify, or revoke this policy at any time without prior notice.

Policy last reviewed: 20/03/2025