

We hope this leaflet answers any questions you may have.
In the first instance you should ALWAYS refer to your single agency guidance or protocols.

www.childprotectionnorthayrshire.info

SOCIAL MEDIA

PERSONAL & PROFESSIONAL CONDUCT

With thanks to Fife Constabulary



www.childprotectionnorthayrshire.info

**North Ayrshire
Child Protection Committee**
Issued: September 2011

Social media in all its forms provides a great way for people to maintain contact with friends. However, the amount and type of information can leave people open to certain risks in their personal and professional lives.

The following guidance is **NOT** intended to replace your own guidance or protocols but to support multi-agency partners working in North Ayrshire who may require further information.

KEY MESSAGE

Both personally and professionally you should follow the same standards in online activities as you would in any other aspect of your life. **REMEMBER** - The same professional expectations and guidelines for interacting with people apply online as in the real world.

YOUR PERSONAL PROFILE

- ★ Staff working in North Ayrshire are discouraged from identifying their job title or where they work on social media sites.
- ★ You should never display photographs of yourself in your workplace.
- ★ You should avoid discussing your work activity on a social page.
- ★ As a multi-agency partner you are expected to behave appropriately and should always consider consequences of sharing information with others.
- ★ Your work email address should not be posted online.

TO FRIEND OR NOT TO FRIEND?

“Friending” or allowing a person who use services or their carer to be your online friend is **NOT** acceptable for staff. It creates a personal relationship outside your workplace and leaves you open to allegations as a result of comments posted.

When accepting others as friends or making friend requests always consider how well you know the individual and whether you are happy to be associated with them.

Remember, once accepted they will be able to view personal information posted on your profile.

IS PRIVATE REALLY PRIVATE?

- ★ Take time to think about the information you put on your profile and only post information you would be comfortable for everyone to see.
- ★ Do not access your site via business systems or update your site using a mobile device whilst at work.
- ★ You should always be respectful regarding your employer, colleagues and members of the public
- ★ Avoid using equipment such as cameras whilst at work, unless by prior agreement with your manager. Pictures you take must **NEVER** be posted online.
- ★ Protect yourself by ensuring you always use maximum privacy settings when using social media sites.

FURTHER ADVICE & SUPPORT

Always consider how joining, being added to or following a “group” may reflect on you, especially if the group is inappropriate or offensive. **REMEMBER** - As a professional it is your responsibility not to bring your profession into disrepute!

REMEMBER

Your “web shadow” is your online reputation. Why not type your name into a search engine and see what you find? It might surprise you!

Common sense should be used to assess whether an item should be posted on the internet by you at any time.

Thank you

