

The Rehab Group  
Use of Social Media

**Applies Jurisdiction:**  ALL

**Division:**  ALL

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**Date:** January 2018

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**Date:** Jan 2018

**Signature:** 

**Effective From:** January 2018  
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# Rehab Group – Use of Social Media

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# Rehab Group – Use of Social Media

## 1. Policy Statement

Social media is an important method of building networks and communities, and it a vital medium for Rehab’s advocacy and awareness raising work, providing opportunities to effectively engage with a wide range of audiences, influencers, stakeholders, funders, politicians, younger people and other disability organisations.

Social media is a dynamic, constantly-evolving form of communication that allows people to take part in online communities, generate content and share information with others. Users can now access interactive services across a multitude of services and devices, such as mobile phones, game consoles and personal computers.

It is important for Rehab Group to use social media in one of many ways to support the people who use our services on their journey. As social media continues to grow, Rehab Group needs to ensure that it embraces new tools as methods for communication, engagement and marketing. However, there are risks associated with social media and in order to minimise negative activity towards the people who use our services, our staff and our reputation, certain procedures must be followed.

## 2. Purpose

Social media has become an important communication tool. Rehab Group and its divisions have strong brands and are building a strong online presence. As a means of raising the profile of the Rehab Group and its activities, it is desirable that the full potential of social media and social networking is used to showcase the work done by the organisation, to build relationships in local communities and to enhance our reputation.

In order to maintain the reputation and high standards of the organisation we must ensure that information is presented in a way which is both accurate and professional to audiences.

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## Rehab Group – Use of Social Media

Rehab Group is committed to protecting the privacy, security and image of the organisation, its staff, the people accessing its services and stakeholders. This policy is intended to support staff in using social media for the benefit of the organisation while at the same time maintaining corporate security.

Items appearing on Rehab Group managed social networking accounts will be taken by members of the public as expressing the views of the Rehab Group or its divisions. It is therefore essential that only those who have permission to do so establish and maintain social networking accounts on behalf of Rehab Group. It is essential that those updating any sites do so in accordance with the law and embracing the principles of respect and dignity for all.

It is also vital that those using social networking sites, whether on behalf of Rehab Group or in a personal capacity, understand the implications of the use of these in the context of the duty of staff to safeguard children, young people and vulnerable adults.

The open nature of social media means it is difficult to draw up guidelines as technologies, tools and trends develop quickly. As such, CPAT is available to support and provide advice to staff on all aspects of their professional use of social media. While general procedures and rules apply, some issues, depending on their nature, may be dealt with on a case-by-case basis by CPAT.

The improper use of social media sites puts the organisation at risk. It is hoped that these procedures will protect staff, the people who use our services and our reputation.

### 3. Scope

This policy covers the use of social networking sites by staff, volunteers, agents, contractors or bodies acting on behalf of the Rehab Group.

Guidelines are also laid out with regard to staff members' personal use of social media which brings the organisation into disrepute or crosses professional boundaries set between staff and people who use Rehab's services.

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# Rehab Group – Use of Social Media

## 4. Definitions

Social media refers to the latest generation of interactive online services such as blogs, discussion forums, podcasts and instant messaging. Social media includes:

- Social networking sites e.g. Facebook, Twitter
- Video-sharing services e.g. YouTube
- Photo-sharing services e.g. Instagram, Flickr
- Snapchat

## 5. Regional Social Media Pages

After trialling a series of pilot regional social media accounts from 2016 on, it was discovered that these were not providing value for NLN as a brand nationally, or for our centres in the regions.

As a result we have decided to discontinue the use of regional pages as a marketing tool and commence a more tactical and strategic approach to our digital media marketing, which we hope will provide better outcomes for all.

As a result **no more** regional social media pages should be permitted. This decision has been made in light of the fact that it will be much more valuable for NLN both nationally and regionally to consolidate the multiple regional Facebook pages with a remit to achieving both national and localised objectives. A lack of resources is contributing to many of the pages not being run properly and producing minimal engagement. As a result a regional social media panel has been created with the aim of maximising the national NLN page in terms of generating engagement and recruitment.

At present multiple regional NLN Facebook pages exist which range from well-managed to completely under-resourced. This approach carries a risk and inefficiencies, which a strategic centralised approach will mitigate

Staff members who have already established Rehab Group social networking sites can do so only from special accounts established in their professional capacities for the purpose. These accounts should

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contain no personal information and have maximum privacy settings. They should not link the sites to any personal sites, accounts or contacts. These accounts should link only to a Rehab Group registered email address. This reduces the IT risk which is associated with other email accounts such as @gmail, @hotmail, @eircom which can easily be hacked, and in some cases can be accessed by more than one person (the staff member).

Staff must abide by the terms of usage in this policy.

Staff should only post positive messages and promote positive events on social networking sites. Rehab Group pages on social networking media promote the good work of the organisation and its divisions. Therefore, pages must not be used for any public comment on any other issue (e.g. corporate, political or wider societal issue), or that goes against Rehab Group's stated position on a subject.

Staff members posting content on Rehab Group social networking sites are representing the organisation. In uploading content, you are responsible for safeguarding the organisation's reputation. Staff should not post details about their personal life, personal views/opinions. They should also not post anything that could be seen as offensive, racist, sexist, religious, anti-religious, homophobic, pornographic, negative or defamatory about any person or organisation.

All staff members are accountable, both personally and professionally, for content they upload to Rehab Group's social networking sites. Legal, appropriate, polite and respectful activity is required.

Only Rehab Group staff can have administrative rights for Rehab Group's central social networking sites. External staff (e.g. consultants) cannot have access to Rehab Group social media accounts. There are some exceptions to this: when a developer needs to install an app, when an external consultant requires data or analytics for a Rehab Group report. In these cases once-off access can be granted, however no editing rights should be given.

CPAT must be advised of any changes to staff with administrative rights. When a staff member is leaving, the handover must be effectively managed locally and administrative rights must be closed off before the staff member terminates employment.

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Regular content updates are essential to the success of social networking, however staff should not send excessive quantities of messages using social media to promote events or the organisation. They should only provide information that is meaningful, at levels of frequency which people would deem reasonable.

Staff should notify their line manager of any comments or messages posted on Rehab Group managed sites or other sites that call the work of the Group into question. Individual staff must get approval from their line manager on the content of their response, before issuing the response. If in doubt about posting anything or how to respond to a post, then contact CPAT directly for advice. Depending on the seriousness or the nature of the comment or message CPAT can co-ordinate a response on behalf of the organisation, if that is appropriate.

Staff should ensure that valuable and relevant content is uploaded regularly to the social media page. Pages which are seen to be inactive over a period of time, or which have a consistent low standard of content will, in discussion with the local service, be closed by CPAT.

Staff may not use the Internet or social networking sites, in a personal capacity, to communicate directly with any individual or group of people accessing Rehab Group services. Staff members should not 'friend' students or people who use the services on social media sites such as, Facebook or LinkedIn. This applies whether the staff member is using a professional or personal social networking account. The Internet or social networking sites must not be used to contact a person using a Rehab Group service or to communicate with that person after they have left a Rehab Group service. Where a staff member is contacted in a personal capacity by a person in receipt of a service, they must explain in person that such contact is not permitted. Staff should explain that such contact is not permitted under this policy.

## Guidelines for Posting on Twitter

When posting on Twitter be aware of your association with the organisation when using online social networks. Where you identify

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yourself as an employee, ensure your profile and related content is consistent with how you would present yourself with colleagues.

You must write in the first person and state clearly that the views expressed are your own, and not those of the organisation.

Wherever practical, you must use a disclaimer saying that while you work for the organisation, anything you publish is your personal opinion, and not necessarily the opinion of the organisation.

All staff are personally responsible for what they post or publish on twitter. Where it is found that any information breaches any policy, such as breaching confidentiality or bringing the organisation into disrepute, you may face disciplinary action.

Be aware of new data protection rules – you must not post details of people who use our services or pictures without their individual permission. Photographs of company social events should not be posted online. Be respectful at all times, in both the content and tone.

### 6. Consent

Staff should ensure that copyright clearance/client consent forms have been obtained for any images/video that are uploaded to any social media sites. A general guideline is to ensure, people who use our services sign a consent form and are made aware their image could be used across our social media platforms or on reports etc.

When seeking verbal consent, staff should ensure that it is clearly stated and understood by the person, that the photograph will be uploaded to the relevant Rehab Group social media site. When a person who uses our service, or member of staff agrees to take part in a focussed case study for our social media sites they must sign a consent form in advance.

Social media provides Rehab Group with powerful tools to promote the work done by the organisation and to promote events. It opens up new audiences to Rehab Group. People who use Rehab Group services may be invited to participate in official social networking activity conducted by the Rehab Group and its divisions. Such social networking activity may be on an organisational or campaign-specific basis, e.g. 'liking'

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Rehab Group on Facebook, 'accepting' an invitation to a Rehab Group event created through the 'event' function on Facebook, promoting a local event, or following the People of the Year Awards on Twitter.

### 7. Guidelines and Responsibilities

Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.

When publishing a relevant newspaper article online always quote a small, interesting excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is.

Quote accurately, include references and when in doubt, link, don't copy.

Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.

If you notice any negative content posted on social media about us please report it immediately to Head of Communications and Marketing Edel O'Connell or Communications Officer, Martin Grant.

### 8. Guidance on Cyber Bullying and Reporting

If you are bullied online or witness bullying of service users. You should never respond or retaliate to cyberbullying incidents.

You should report incidents to CPAT immediately.

Save evidence of the abuse; take screen prints of messages or web pages and record the time and date.

Where the perpetrator is known to be a service user, linked to a service users or a colleague, the majority of cases can be dealt with most effectively through our HR procedures.

Where the perpetrator is known to be an adult if they have a reasonable complaint, Rehab must ensure they know how to raise this complaint appropriately.

Rehab can request that the person removes the offending comments if they are posted in a section that Rehab cannot delete, or you could report the matter to the social networking site if it breaches their terms.

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If the comments are threatening or abusive, sexist, of a sexual nature or constitute a hate crime they should be immediately deleted and the perpetrator blocked from the page. Depending on the seriousness of the comments staff may consider contacting the Gardaí. Online harassment is a crime

Most social networks have reporting mechanisms in place to report content which breaches their terms. If the person responsible has not been identified, or does not respond to requests to take down the material, the staff member should use the tools on the social networking site directly to make a report.

### 9. Roles and Responsibilities

#### Monitoring and review of this policy

**Head of Communications and Marketing Edel O'Connell** shall be responsible for reviewing this policy annually to ensure that it meets legal requirements and reflects best practice.

### 10. Appendices

**Appendix 1-** Application to establish a Rehab Group social networking account/become an administrator for existing social networking account

**Appendix 2** – List of Reviewers

**Appendix 3** – Read & Understood

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# Rehab Group – Use of Social Media

## APPENDIX 1

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### Application to establish a Rehab Group social networking account/become an administrator for existing social networking account

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*Please complete sections 1 and 4 in full.*

*If you are seeking to set up a new account, complete section 2.*

*If you wish to be added as an administrator to an existing account, complete section 3.*

### Section 1

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Name :-

\_\_\_\_\_

Job Title

: \_\_\_\_\_

Rehab Group Division

\_\_\_\_\_

Work Address

\_\_\_\_\_

Email

: \_\_\_\_\_

Tel

: \_\_\_\_\_

### Section 2

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I would like to set up a new social networking account/s as follows:  
(Please use a separate sheet for each account – e.g. Facebook/Twitter, etc.)

2.1 Account required

: \_\_\_\_\_

2.2 Intended account name (please check this is available before submitting;  
changes will need to be re-authorised)

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2.3 Reason for account

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**2.4** Please outline planned activity (types of posts), including frequency of updates

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2.5 Please out method of observing comments (including weekend/out-of-hours observation plan) (attach sheet if necessary)

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2.5 Name of primary administrator and support administrators (if set up is approved, permission must be sought for each additional administrator)

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# Rehab Group – Use of Social Media

## Section 3

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I would like to become an administrator on an existing account with authority to publish material on behalf of the Rehab Group and its divisions, subject to Rehab Group policies

3.1 Desired social networking account/s on which I wish to become an administrator:

\_\_\_\_\_

3.2 Reason for requesting access (attach separate sheet if necessary)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Section 4

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I have read and understood the *Using Social Media – People Accessing Rehab Group Services* Policy and Procedure. If access is granted to me to publish material on behalf of the Rehab Group or one of its divisions in social media or other internet or other fora I will do so in a manner consistent with Rehab Group's policies and procedures.

Name and Title (Block capitals)

\_\_\_\_\_

Signature of applicant

\_\_\_\_\_

## Section 5: TO BE COMPLETED BY DIVISIONAL DIRECTOR

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Please review the form above and confer with the Director of Public Affairs and Communications on current accounts in place.

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Permission granted: Yes/No

Conditions to be observed: e.g. timing of updates, monitoring of comments, etc.

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\_\_\_\_\_  
Signature of Divisional Director

- 1.** Please forward a copy to the applicant and to the Director of Public Affairs and Communications

# Rehab Group – Use of Social Media

## Appendix 2 – List of Reviewers

### Authors List for New/ Reviewed Policy Area

The following names individual authors/ reviewers to this policy are:

<b>Division/Other</b>	<b>Name(s)</b>
CPAT	Edel O'Connell
CPAT	Kathleen O'Meara

\*Note that it is not obligatory for each division to be involved in a new policy/ review if the policy is not relevant; this should be decided by each division on a case-by-case basis.

## Appendix 3 – Read & Understood

I have read, understand and agree to adhere to the Social Media Policy, Procedure, Protocol/ SOP or Guideline:

<b>Print Name</b>	<b>Signature</b>	<b>Date</b>