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**Crossroads Nursery Social-Media Policy**

All members of staff at Crossroads Nursery will follow Aberdeenshire Council’s Social Media Guidance. Staff are required to follow ‘Acceptable use of IT’ as part of their role and responsibilities.

In particular, staff will be expressly reminded of the ‘ACCEPTABLE USE’ guidance from the policy detailed below:

*3.ACCEPTABLE USE*

*Aberdeenshire Council recognises that social media has become a part of everyday life for many of our employees and can be used positively. While a large amount of activity on Social Media is either entirely harmless or non-work related concerns can arise where posting made by employee in a personal capacity express views which the Council would not wish to be associated with.*

*The behaviour expected for functioning in an electronic world are not any different from those expected of employee’s on a daily basis in other methods of communication such as face to face. As a basic rule, if an employee is not happy for others to see particular comments, media or information they simply do not post it in a public forum online. This applies even where privacy settings are applied to personal profiles.*

*All Aberdeenshire Council employees, who have their own personal profile on a social media website, should be aware of their conduct on these sites and their responsibilities to Aberdeenshire Council. This applies equally to content posted in employee’s own time.*

*If you identify yourself as an Aberdeenshire Council employee in your own social media profile or information you should be aware that this means that other people, including those in the Council, will be able to identify you as an employee of the Council. You should be aware that even if you do not specifically identify yourself as a Council employee, it may still be apparent that you are.*

*Employees should also be familiar with and adhere to guidance on social networking provided by professional or statutory bodies such as the GTC, SSSC.*

*Employees must not:*

*• Post any information, media, image or comment which could be perceived as being offensive or which may be considered discriminatory or may be considered as bullying or harassment.*

*• Post comments, content, media or information that could bring Aberdeenshire Council into disrepute.*

*• Post any confidential information about service users or tenants.*

*To maintain a professional working relationship it is best practice not to exchange private text, phone numbers or, personal email addresses and employees should not accept or instigate friend requests with service users.*

*Any incidents of unacceptable or inappropriate use (as detailed within this procedure) will be investigated under Aberdeenshire Council’s Disciplinary Policy and relevant Codes of Conduct or Professional Bodies and may result in termination of your employment.*

*Detailed below are some examples of inappropriate information which could result in an investigation under Aberdeenshire Council’s Disciplinary Policy and possible termination employment:*

*• photographs or video footage of a service user or tenant\**

*• offensive comments in relation to any Aberdeenshire Council employee including management and other colleagues;*

*• discriminatory comments;*

*• comments which bring Aberdeenshire Council into disrepute;*

*• confidential information regarding an incident or decision at work;*

*• derogatory or malicious comments about Aberdeenshire Council;*

*• comments which may be harmful to employees, pupils, residents, tenants or service users of Aberdeenshire Council.*

*\*unless express permission has been given by the Service and the individual concerned.*

***This list is not exhaustive.***

*Employees should be aware that disciplinary action (which may result in termination of employment) may be taken against inappropriate use of social media even where privacy settings on personal profiles are switched on and / or where Aberdeenshire Council is not identified as the employer.*

The full policy can be found at:

[SocialMediaProcedure.pdf (aberdeenshire.gov.uk)](https://arcadialite.aberdeenshire.gov.uk/wp-content/uploads/HR/SocialMediaProcedure.pdf)

[Social media guidelines for employees and elected members.pdf (sharepoint.com)](https://aberdeenshire.sharepoint.com/sites/Arcadia/services/Documents/Business%20Services/CCI/Communications/Social%20media%20guidelines%20for%20employees%20and%20elected%20members.pdf#search=social%20media%20policy)

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