

# **INTERNET, E-MAIL & SOCIAL MEDIA POLICY**



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- 1. INTRODUCTION**
- 2. POLICY STATEMENT**
- 3. SCOPE**
- 4. COMPLIANCE**
- 5. WEBSITE**
- 6. E-MAIL**
- 7. SOCIAL MEDIA**
- 8. MONITORING**
- 9. POLICY REVIEW**

## 1. Introduction

The internet has opened up a whole new world of communications, industry improvements and learning potential for everyone. Kilmarnock Leisure Centre Trust recognises the vast benefits to be gained in embracing these technological advances and the unique opportunities it opens up in a business development sense, and also in a personal development sense.

This policy has been compiled to ensure the internet, including website development, e-mail and social media, is maximised whilst at the same time being aware of the risks and potential harm that can arise through inappropriate use.

## 2. Policy Statement

Responsibility for the implementation of this Policy will rest with the General Manager.

The use of e-mail, social media and the internet in general are efficient and cost-effective ways of communicating and obtaining information. If properly used, such means of communication are an invaluable business tool. However, improper or inappropriate use of these mediums can have an adverse effect on the KLCT business. Such use can also have serious legal consequences. This policy has been introduced in order to protect the KLCT against the legal consequences that can arise. The policy is also designed to advise employees of what is acceptable and what is not. All staff must be aware that the Kilmarnock Leisure Centre will at any time monitor Internet use whether for personal or business reasons.

## 3. Scope

This policy applies to the Galleon Centre at Titchfield Street, Kilmarnock, KA1 1QY and takes into account all individuals working at all levels and grades, including managers, officers, directors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff (and volunteers) (collectively referred to as **Employees** in this policy).

This policy deals with the use of all forms of Social Media, including (but not limited to) Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.

It applies to the use of social media for both business and personal purposes, whether during office hours or otherwise. The policy applies regardless of whether the social media is accessed using the KLCTs IT facilities and equipment or equipment belonging to individual Employees.

## 4. Compliance

Complying with the policy will help protect the Employee and the KLCT. If the Employee is ever unsure about whether anything they propose to do might breach the KLCT's policy, please seek advice first from a Senior Manager.

Employees are required to comply with the policy at all times whether using the KLCT's IT facilities in the office, on the move or remotely from home. The consequences of failing to comply with the policy are detailed below.

Third parties who have access to the KLCTs electronic communication systems and equipment are also required to comply with this policy whether onsite or accessing from elsewhere.

Each Manager/Supervisor or member of Administration staff will have a password for switching on their computer and these passwords must be changed every three months.

All managers have a specific responsibility for operating within the boundaries of this policy, ensuring that employees understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements. Managers will be given training in order to do this if requested.

Employees are responsible for the success of this policy and should ensure that they take the time to read and understand it.

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether KLCT equipment or facilities are used for the purpose of committing the breach. Any employee suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

Employees may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

Non-business and personal use of the Internet on KLCT computers will only be allowed and authorised by the Duty and Office Managers and above.

Only one computer, administration (general) should be used by staff requesting authorisation for personal or non-business use. Duty Managers and above may use their own office computer for this purpose if they so wish. All such requests must be logged in the Duty Managers log book so that patterns of use or continual requests can be noticed.

No web sites relating to explicit visual or written programmes of a sexual nature will be accepted for either business or personal use. Any member of staff accessing such sites will be disciplined and it will be treated as a gross misconduct offence. It is recognised however, that on occasion accidental entry to the above sites may occur, in this instance staff must report this immediately to the Duty Manager. The Duty Manager will record this in the logbook for recognition of this accidental entry.

Staff using computers should ensure they log out and switch the unit off when they are finished.

**Employees should be clear that a serious breach of the rules may result in disciplinary action for misconduct, including dismissal.**

## 5. **Website**

Any information/communication transmitted by you as a user with general public access and/or anonymous access to The Galleon Centre website by electronic mail or otherwise will be treated as non-proprietary and non-confidential. Anything transmitted by you may be used by KLCT for any purpose, including, without limitation, broadcast, transmission, publication, reproduction, disclosure, hosting and any other use whatsoever.

Further information on website privacy can be found on the Privacy Policy on the Galleon Centre's website.

## 6. **E-Mail**

All employees will regard all e-mails sent from the Galleon Centre facilities as first, representing the Centre and, secondly representing the individual. Users should be civil and courteous and must not send e-mails which portray the Galleon Centre in an unprofessional light. Any email involved in a legal dispute may have to be produced as evidence in court.

Employees should be aware that this policy prohibits them from identifying the business directly/indirectly, people who work for us, our clients/customers when using e-mails in an inappropriate manner and any such use will lead to disciplinary action.

## 7. **Social Media**

Social media should never be used in a way that breaches any of the KLCTs other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:

- breach the KLCTs obligations with respect to the rules of relevant regulatory bodies;
- breach any obligations they may have relating to confidentiality;
- breach the KLCTs Disciplinary Policy;
- defame or disparage the organisation or its affiliates, customers, clients, business partners, suppliers, vendors or other stakeholders;
- harass or bully other Employees in any way or breach the KLCTs Anti-harassment and bullying policy;
- unlawfully discriminate against other Employees or third parties or breach the KLCTs Equal opportunities policy;
- breach the KLCTs Data Protection policy (for example, never disclose personal information about a colleague online);
- breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).

Employees should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can

be attributed to the organisation and create legal liability for both the author of the reference and the organisation.

Employees who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

### **Personal Use of Social Media**

The KLCT recognises that employees may work long hours and occasionally may desire to use social media for personal activities at the office or by means of the KLCTs computers, networks and other IT resources and communications systems. The KLCT authorise such occasional use as long as it does not involve unprofessional or inappropriate content and does not interfere with your employment responsibilities or productivity. While using social media at work, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations or promotion of outside organisations unrelated to the organisation's business are also prohibited.

### **Business Use of Social Media**

If an Employee's duties require them to speak on behalf of the organisation in a social media environment, the Employee must still seek approval for such communication from a senior manager, who may require the Employee to undergo training before they do so and impose certain requirements and restrictions with regard to their activities.

Likewise, if Employees are contacted for comments about the organisation for publication anywhere, including in any social media outlet, direct the inquiry to a senior manager and do not respond without written approval.

The use of social media for business purposes is subject to the remainder of this policy.

### **Responsible Use of Social Media**

The following sections of the policy provide Employees with common-sense guidelines and recommendations for using social media responsibly and safely.

Employees must not post disparaging or defamatory statements about:

- the KLCT's organisation;
- clients;
- suppliers and vendors; and
- other affiliates and stakeholders.

Employees should also avoid social media communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

Employees should make it clear in social media postings that they are speaking on their own behalf, write in the first person and use a personal e-mail address when communicating via social media.

Employees are personally responsible for what they communicate in social media. Employees should remember that what they publish might be available to be read by the masses (including the organisation itself, future employers and social acquaintances) for a long time. This should be kept in mind before any content is posted.

If Employees disclose their affiliation as an employee of the KLCT, they must also state that their views do not represent those of the KLCT. For example, Employees could state, "the views in this posting do not represent the views of my employer". Employees should also ensure that their profile and any content they post are consistent with the professional image they present to clients and colleagues.

Avoid posting comments about sensitive business-related topics, such as the KLCTs performance. Even if Employees make it clear that their views on such topics do not represent those of the organisation, their comments could still damage the KLCT's reputation.

If an Employee is uncertain or concerned about the appropriateness of any statement or posting, they should refrain from making the communication until they have discussed it with a senior manager.

If an Employee sees content in social media that disparages or reflects poorly on the KLCT or its stakeholders, they should contact a senior manager. Employees are responsible for protecting the KLCTs business reputation.

### **Respecting Intellectual Property and Confidential Information**

Employees should not do anything to jeopardise the KLCTs valuable trade secrets and other confidential information and intellectual property through the use of social media. In addition, Employees should avoid misappropriating or infringing the intellectual property of other companies and individuals, which can create liability for the organisation, as well as the individual author.

Employees are not permitted to use the KLCTs logos, brand names, slogans or other trademarks, or post any of the KLCTs confidential or proprietary information without prior written permission.

To protect themselves and the KLCT against liability for copyright infringement, where appropriate, Employees should reference sources of particular information they post or upload and cite them accurately. If an Employee has any questions about whether a particular post or upload might violate anyone's copyright or trademark, they should ask a senior manager before making the communication.

Employees are not permitted to add business contacts made during the course of their employment to personal social networking accounts, such as Facebook accounts or LinkedIn accounts.

### **Respecting Colleagues, Clients, Partners and Suppliers**

Do not post anything that colleagues or our customers, clients, business partners, suppliers, vendors or other stakeholders would find offensive, including discriminatory comments, insults or obscenity.

Do not post anything related to colleagues or your customers, clients, business partners, suppliers, vendors or other stakeholders without their written permission.

***Any misuse of social media should be reported to a Senior Manager.***

***No e-mail or social media posting relating to explicit visual or written programmes of a sexual nature will be accepted for either business or personal use. Any member of staff sending e-mails of this description will be disciplined, this will be treated as gross misconduct and dismissal could follow.***

***Discrimination, victimisation or harassment on the grounds of gender, marital status, family status, sexual orientation, religious belief, age, disability, race, colour, nationality, ethic or national origin is against the KLCT Policy. Users must not send or post messages that are considered abusive, offensive or inflammatory by the recipients.***

## 8. **Monitoring**

The contents of the KLCT's IT resources and communications systems are the KLCT's property. Therefore, employees should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.

The KLCT reserves the right to monitor, intercept and review, without further notice, Employee activities using the KLCTs IT resources and communications systems, including but not limited to social media postings and activities, to ensure that the KLCTs rules are being complied with and for legitimate business purposes and the Employee consents to such monitoring by their acknowledgement of this policy and their use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

The KLCT may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

Employees should not use the KLCTs IT resources and communications systems for any matter that you wish to be kept private or confidential from the organisation.

## 9. **Policy Review**

This policy will be reviewed every 3 years or earlier if research, evidence or a change in practice or legislation requires a review to be undertaken.



