

Social Media Policy

Introduction

1. The Board is aware that Social media sites such as Facebook, Twitter, and LinkedIn are becoming an integral part of the way people communicate. The Board acknowledges that participating in social media has many benefits as an interactive communications tool, but also acknowledges that it presents certain risks and challenges. However, many of these risks are not unique to social media, and consideration has been given to the general risks associated with all forms of engagement and communication, and how these can be minimised or avoided.

2. Participating in social media provides the opportunity to engage with a diverse group of bodies and individuals. The ability to share links, text, photographs, and videos allows for a much wider range of information to be distributed and accessed.

Basic Principles

3. When using online social media websites you should consider the basic principles: Be professional. You are a representative of JABS.

- Be transparent.
- Be responsible. Abide by the JABS code of conduct.
- Be credible, accurate and fair.
- Be judicious. Libel, defamation, copyright, freedom of information and data protection laws apply.
- Be clear about your aims. Think about what message/announcement you wish to deliver.
- Be responsive and respectful.

General Standards

4. The Board secretariat will have responsibility for posting information on the social media websites on the Board's behalf. The Board secretariat, must take the following into consideration when using social media in any capacity on behalf of JABS:

- Ensure JABS profile and related content is consistent with how the Board wish to be presented with colleagues, customers and stakeholders.
- Be aware of your language and conduct. The rules as set out in the secretariat code of conduct apply. As in all cases where you are speaking in public, you should be aware of libel, defamation and slander.

- Never share confidential or sensitive information. You should know and follow the rules on the Board's confidentiality policy. Be aware of the rules on data protection.
- Do not engage in any debate or discussion on behalf of the Board. Any requests for information should be referred to the JABS website. If there is a requirement for a formal response, seek a letter or direct any requests to the JABS mailbox to be dealt with accordingly.

Rules

Using social media in JABS name

5. Only the Board secretariat is permitted to post on the Board's behalf on social media websites. The Board Policy Officer will have responsibility for reviewing the sites.
6. The information posted should only relate to appointment rounds: launching and closing dates, any announcement relating to appointments. Any postings on other matters should be agreed by the Board. Any response to requests for the Board's views on any topic should be agreed by the Chief Executive in the first instance and if necessary a Board Member or if time permits by the full Board.

Monitoring use of social media websites

7. The Board's Policy Officer shall be responsible for monitoring the content on the websites on the Board's behalf. The Policy Officer will review the social media policy annually to ensure it reflects best practice.

Conduct

8. When using social media websites the Board secretariat are expected to comply with JABS policies on; Data Protection, Code of Conduct and Confidentiality.
9. The social media policy is part of the Board's wider Communications Strategy.

Adopted by the Board:	9 September 2013
First review:	8 September 2014
Second Review:	20 September 2016
Next review:	September 2017