

Social Media Policy: June 2025

1. Introduction

At VAAC, we understand the importance of social media in today's world. This policy is designed to provide guidance for our employees and volunteers on the responsible use of social media.

We live in an age where various social media tools like Facebook, Twitter, LinkedIn, blogs, and websites allow us to connect and interact. You must ensure that you adhere to age policies when accessing social networking sites. Additionally, it's crucial to maintain a clear boundary between your personal and professional lives.

2. Scope of this Policy

This policy applies to all VAAC employees and volunteers.

This policy covers personal use of social media and its use for official VAAC purposes, including sites hosted and maintained on behalf of VAAC.

Our policy encompasses various online platforms, from social networking sites like Facebook, LinkedIn, and Instagram to podcasts, online encyclopaedias such as Wikipedia, and content-sharing platforms like YouTube and TikTok. In our rapidly evolving digital landscape, it is impossible to foresee every circumstance related to emerging media. Nevertheless, the principles outlined in this policy should guide your actions, regardless of the medium.

This policy is not part of your employment contract and may be subject to updates by VAAC at any time.

3. Principles: Be Professional, Respectful and Responsible

Maintaining a clear distinction between your personal and professional life is fundamental. Never put yourself in a position where there is a conflict between your work for VAAC and your personal interests.

Engaging in activities on social media that could tarnish VAAC's reputation is strictly prohibited.

Always make it clear that your personal views are distinct from those of VAAC.

Do not disclose personal information about volunteers, VAAC employees, or any other professionals you may encounter in your role. You must not use social media to attack, insult, abuse, or defame individuals, their family members, colleagues, professionals, other organisations, or VAAC.

When creating or modifying online sources of information on behalf of VAAC, you must be accuracy, fair, and transparent in your content.

4. Personal Use of Social Media

Information accessible to you as part of your employment, including personal details about our employees, volunteers, and their family members, should never be discussed on any social media platform.

Avoid representing yourself as VAAC or posting on behalf of VAAC.

Permission must be received for photographs, videos, or any other images of employees, volunteers, and trustees to be put on social networking sites.

VAAC email addresses and official contact details must not be used to set up personal social media accounts or communicate through such platforms. Additionally, exercise caution when inviting colleagues to be 'friends' on personal social networking sites, as these platforms often blur the line between work and personal life.

5. Using Social Media on Behalf of VAAC

While using social media for VAAC-related activities, it's advisable to refrain from instant messaging, as these conversations are not archived like phone records.

Always act in the best interests of VAAC and our members when creating, participating in, or contributing to social media platforms.

6. Monitoring of Internet Use

VAAC monitors usage of its internet and email services without prior notification or authorisation from users. Further information can be found in the VAAC IT Security Policy.

7. Recruitment

VAAC may use internet searches to conduct due diligence as part of its recruitment process. In these circumstances, we will act following our equal opportunities and data protection obligations.

8. Breaches of the Policy

Any breach of this policy may lead to disciplinary action, in accordance with the VAAC Disciplinary Policy and Procedure. Serious breaches, such as those compromising confidentiality, defaming or damaging VAAC's reputation, or involving illegal activities, may result in disciplinary action up to and including dismissal.

Version Control

Version Number	Date of Update	Amendments
4.0	23/06/2025	Updated format