

Social Media Policy

Document Control			
Title		Social Media Policy	
Date of review		16/06/2025 (annually reviewed)	
Document Owner		Salih Yilmaz	
Version Control History			
Date	Paragraph/section amended	Reason	New issue no.
27/11/23	Created		V1
01/05/24		Annual Review	V2
16/06/25		Annual Review	V3

Purpose

The purpose of this Social Media Policy is to establish guidelines for the use of social media by employees, contractors, volunteers, and anyone representing Intech Centre. The policy aims to ensure responsible and ethical behaviour while using social media platforms and to protect the reputation and interests of Intech Centre.

Scope

This policy applies to all individuals associated with Intech Centre, including but not limited to employees, contractors, volunteers, and representatives.

Guidelines

Professionalism:	When representing Intech Centre on social media, maintain a professional and respectful tone. Avoid engaging in any behaviour that may reflect negatively on Intech Centre or compromise its reputation.
Confidentiality:	Do not disclose confidential or proprietary information about Intech Centre, its clients, or partners on social media platforms. Respect privacy and confidentiality agreements.
Accuracy:	Ensure that the information shared on social media platforms is accurate, truthful, and up-to-date. Clearly distinguish between personal opinions and official statements when expressing personal views.
Respect for Others:	Be respectful and considerate when interacting with others on social media, including colleagues, clients, and competitors. Avoid offensive, discriminatory, or inappropriate language and content.
Endorsements and Sponsorships:	Clearly disclose any relationships, affiliations, or sponsorships with third parties when endorsing or promoting products, services, or organisations on social media.
Security:	Protect Intech Centre's online accounts and ensure the use of strong, secure passwords. Be vigilant against phishing attempts and report any suspicious activities promptly.
Usage during Work Hours:	Social media usage during work hours should be limited to work-related activities unless otherwise specified by supervisors.
Crisis Communication:	In the event of a crisis or emergency, refrain from sharing information on social media unless authorised by the Senior Manager.
Monitoring and Enforcement:	Intech Centre reserves the right to monitor social media activities related to the organisation. Violations of this policy may result in disciplinary action, up to and including termination of employment or contract.

Acknowledgment

All individuals associated with Intech Centre are required to acknowledge and adhere to this Social Media Policy. By doing so, they recognise their responsibility to represent Intech Centre professionally and ethically on social media platforms.

Review and Updates

This policy will be reviewed annually and updated as needed. Employees will be notified of any changes to the policy.