

# Neuro Hebrides

## Social Media Policy

The following is a list of general rules and guidelines that all Neuro Hebrides trustees, CoG members and employees should follow when using all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.

### General Rules

- All internet postings must respect copyright, privacy, fair use, financial disclosure, information protection and other applicable laws.
- Internet postings should not disclose any information which is confidential or proprietary to the company or to any third party that has disclosed information to the organisation.
- Neuro Hebrides reserves the right to request that certain subjects be avoided, withdraw certain posts and remove inappropriate comments. In serious cases, disciplinary measures may be undertaken.

### Be Transparent

- If you identify yourself as a Neuro Hebrides employee/trustee/CoG member on a personal account, you must include a disclaimer stating that all views expressed are your own and you do not speak on behalf of Neuro Hebrides. *Example: "Currently [x status] at Neuro Hebrides. All views are my own and not Neuro Hebrides'."*
- If you use a personal account to comment on something about or related to Neuro Hebrides, you must clearly identify your connection to the organisation and include a disclaimer. You should not claim or imply you are speaking on the organisation's behalf when using a personal account.

### Take Care

- Familiarise yourself with the organisation's policies (once all policies updated need to insert where these may be found for employees/trustees/CoG members).
- Avoid posting comments that may be seen as offensive, demeaning, derogatory, inappropriate, threatening or abusive.
- Do not include company logos or trademarks without express permission of whoever owns it.
- Stick to your area of expertise. If someone asks you a question you do not know the answer to, seek an answer from a relevant individual before responding.
- Do not conduct business relating to the organisation over social media. Social media is best used for conversation; re-direct business matters to the appropriate public contacts.
- Err on the side of caution. If you have any doubts whether something is appropriate to post (e.g. answering a question, disclosing information) then ask a trustee to double-check it first. Remember that once something is on the Internet, you usually cannot get it back.
- If you make a mistake, be upfront and honest about it. Apologise and correct the offending post as soon as possible.