

Social Media Policy 2023

Amgueddfa Cymru – National Museum Wales

Revision Summary

Revision History	Date	Author/s	Approved
Version 1.0	18-8-23	Nia Evans Alex Deakin Royston Smith	

Table of Contents

1. Overview
2. Purpose
3. Scope
4. What is Social Media?
5. Appropriate and responsible use of personal social media accounts
 - 5.1 Personal use of Social Media
6. Organisation owned accounts
 - 6.1 Account Ownership and Management
7. Compliance
8. Violations
9. Training
10. Administration of the Social Media Policy

1. Overview

Social Media is an important tool for all businesses, but it is not without its difficulties. Boundaries which exist in the 'real world' are easy to 'blur' in an online forum.

This Policy will:

- a) Explains what we mean by the term 'social media'
- b) Sets out a framework of expected standards and behaviour both in terms of personal social media use and business use
- c) Sets out the implications if those standards are not met

This Policy does not form part of your contract with Amgueddfa Cymru.

We reserve the right to amend or remove this Policy.

2. Purpose

This policy aims to establish the appropriate and responsible use of social media platforms by employees, promoting a productive working environment while safeguarding Amgueddfa Cymru's reputation and data security.

This policy also outlines the guidelines and expectations for the use of organisation-owned social media accounts. These accounts are established and maintained to promote the organisation's brand, communicate with stakeholders, and engage with the online community in a professional and responsible manner.

3. Scope

This Policy applies to all employees and workers at Amgueddfa, and anyone who could be identified as being associated with Amgueddfa Cymru, including contractors, agency workers, casual workers, interns and volunteers, who have been authorised to access and manage Amgueddfa Cymru Social Media accounts.

This policy also applies to all employees, contractors, volunteers, workforce members, vendors, and agents who access personal social media accounts through either Amgueddfa Cymru owned, or personal devices, that are connected to the Amgueddfa Cymru network. Devices include, but not limited to, Laptops, PCs, Mobile Phones and Tablets.

4. What is 'Social Media'?

'Social media' includes online communications and applications through which communications, media and messages can be shared. The 'social' aspect refers to the fact that you are interacting and sharing with other people.

There are different types of social media. Examples include:

- a) Social networks: the most well-known form of social media, such as Facebook, LinkedIn and Twitter.
- b) Media sharing networks: These are used for sharing photographs, videos and other forms of media, such as Instagram and Snapchat.

- c) Discussion forums: These are forums where particular topics of interest can be discussed, such as Reddit and Mumsnet.
- d) Consumer review networks: These are sites which allow you to leave reviews in relation to products, services and brands, such as TripAdvisor.
- e) Blogs: These are used for publishing and commenting on articles on different topics. Many businesses have their own blogs on their corporate web platforms, and many individuals have blogs chronicling things which they wish to share.

5. Appropriate and responsible use of personal social media accounts

5.1 Personal use of Social Media

Employees are expected to prioritise work tasks and responsibilities during working hours. You should keep personal use of social media to a minimum during working time.

Limited personal social media usage is permitted during breaks or designated non-productive periods. Excessive personal use of social media during work hours may result in reduced productivity and disciplinary action.

There may be occasions when your actions on social media, in a personal capacity, has an impact on your professional capacity at the Museum. Even if you do not name Amgueddfa Cymru as your employer, people who know you and where you work may still make an association with Amgueddfa Cymru, or people might use 'jigsaw' identification (putting together information from more than one source) to discover where you work.

The museum has the right to protect its legitimate business interests.

Accordingly, you are required to adhere to the following:

- a) You must not act inappropriately in your interactions on social media. This includes acting in a discriminatory manner, harassing others or use of bad language online.
- b) You must not make any derogatory statements about any other person or business.
- c) If, in a social media profile, you disclose your association with Amgueddfa Cymru, then you should make sure that all postings maintain an appropriate professional style and content.
- d) You must make clear that any opinions given are your own.
- e) You must not publish anything which may bring Amgueddfa Cymru, or others associated with Amgueddfa Cymru, into disrepute.
- f) You must not publish anything which would be in breach of copyright or the rights of others.
- g) You must not share the details of any museum business contacts on any of your personal social media accounts.
- h) All business contacts you make while working at Amgueddfa Cymru must remain confidential. All contact data remains the intellectual property of Amgueddfa Cymru. If you leave the employment of the museum, contact data is to be retained by Amgueddfa Cymru, and erased from any personal device and contacts store.
- i) You must not post to social media other than in your own name, and you must not use an alternative name or persona, whether real or not.

Where your actions on social media have a direct or indirect impact on Amgueddfa Cymru, we may take disciplinary action against you.

5.2 Professional conduct

It is important that if you are posting or commenting on social media as a representative of Amgueddfa Cymru, you behave appropriately and in a way which upholds our values.

When using social media, employees are expected to conduct themselves professionally, just as they would in a face-to-face work environment.

We encourage staff to be advocates for the brand when using their personal accounts, we also respect the freedom of speech of all individuals associated with the Museum. Although personal and business profiles will at times cross over, we ask all staff members and those who work with the Museum in any capacity to be mindful when mixing business and personal lives. You must remember that visitors, stakeholders, partners and colleagues will often have access to the online content you post. Keep this in mind, especially when posting content originally intended for just friends and family. Once in the public domain there is a wider audience who can see the information you have shared, and that content can be captured and / or forwarded on.

If you come across negative or disparaging posts about Amgueddfa Cymru or if you see third parties trying to instigate negative conversations online, take a screengrab and pass the information on to the marketing and communications team. Do not engage in the conversation yourself. Amgueddfa Cymru has processes in place to deal with this.

5.3 Personal vs. Professional Use

Clearly distinguish between personal and professional social media accounts.

Do not use organisation-owned accounts for personal purposes or posts unrelated to the organisation.

5.4 Privacy and Security

Do not share personal or sensitive company information on social media platforms, including but not limited to financial data, customer information, and internal documents.

Be cautious about accepting friend requests or connections from individuals you do not know personally, as they could potentially compromise your online privacy or Amgueddfa Cymru's security.

5.5 Reputation Management

Employees are representatives of the company, even on their personal social media profiles. Therefore, avoid making statements that could negatively impact Amgueddfa Cymru's reputation.

If sharing opinions on industry-related topics, clearly state that the views are personal and do not reflect those of Amgueddfa Cymru.

5.6 Monitoring

We may monitor, intercept and review any social media activity carried out using our IT and communications systems as permitted under our "Data Protection" and "Acceptable Use" policies.

We may monitor, intercept and review social media accounts and posts if they are public. We may also review any content or post in a private or 'member only' forum or any deleted post in either a public or private forum which is brought to our attention.

5.7 Use of Company Resources:

Social media usage on Amgueddfa Cymru owned devices and networks should primarily be work-related. Limited personal use is allowed, but it should not interfere with work responsibilities.

Streaming videos, playing games, or engaging in other bandwidth-intensive activities on company networks for personal entertainment is not permitted.

5.8 Cybersecurity

Do not click on suspicious links or download files from unverified sources, as they could potentially introduce malware or compromise Museum data.

Do not share login credentials or personal information through social media platforms.

6. Organisation Owned Accounts

6.1 Account Ownership and Management

Only designated employees, representatives, or teams are authorised to access and manage organisation-owned social media accounts.

Access credentials (usernames and passwords) must be securely stored and shared only with authorised personnel. Passwords should adhere to Amgueddfa Cymru's "Password Policy".

No new accounts, that have an association to Amgueddfa Cymru, are to be created without the approval of the Digital Working Group (DWG).

Social media platforms, content management solutions and accounts will be regularly reviewed by the Digital Working Group (DWG).

Account ownership information and access permissions will be reviewed to reflect changes in roles or responsibilities.

Social media accounts must be sustainable, and set up for the long term. New accounts for short projects e.g. temporary exhibitions should not be established. Any requests to create new accounts should be sent to the Digital Working Group (DWG).

6.2 Content Guidelines

Each Museum account holder is responsible for their content output.

All content shared on organisation-owned social media accounts must align with the organisation's values, brand identity, and legal obligations.

Posts should be relevant, accurate, and timely. Fact-check information before sharing it.

Do not share confidential, sensitive, or proprietary information about the organisation, employees, or stakeholders. This includes images of back-of-house that show corridors or windows in context, door numbers, nor the precise location of any objects. This also extends to floor plans.

Respect copyright and intellectual property rights. Only share content for which the organisation has the necessary permissions. If you are unsure of the use of content, ask.

Use appropriate language, tone, and imagery that reflect professionalism and respect for diverse audiences.

6.3 Engaging with Followers and Users

Respond promptly to comments, questions, and messages from followers, maintaining a respectful and helpful tone.

Engage in meaningful conversations, providing accurate information and addressing concerns appropriately.

Do not engage in personal attacks, offensive language, or sensitive topics that could damage the organisation's reputation.

6.4 Crisis and Controversy

In the event of a crisis or controversy, follow the organisation's established communication protocols.

At Amgueddfa Cymru we believe our differences should be recognised, acknowledged and celebrated. Through our digital platforms we want to provide a safe environment where all can share their views and opinions with each other, to engage in respectful dialogue where each person is treated with dignity and respect. Amgueddfa Cymru does not tolerate, condone, or support actions or comments that are considered hateful, and will take action to remove any content that contravenes Amgueddfa Cymru's values.

Designated personnel should manage the response, keeping stakeholders informed while avoiding speculation or misinformation.

If unsure about how to respond, consult with management or the communications team before posting.

6.5 Promotion and Advertising

Promotions and advertisements should adhere to relevant laws, regulations, and advertising standards.

Clearly indicate when content is promotional in nature to comply with relevant laws regulations, and advertising standards and to avoid being misleading.

6.6 Monitoring and Metrics

Amgueddfa Cymru regularly monitor social media accounts for comments, messages, and mentions.

Amgueddfa Cymru track engagement metrics (likes, shares, comments) to assess the effectiveness of posts and campaigns.

Amgueddfa Cymru use analytic tools to improve content strategy and engagement.

6.7 Security and Privacy

Follow the organisation's cybersecurity and privacy policies when accessing social media accounts.

Be cautious of phishing attempts or unauthorised access attempts to prevent account breaches.

Avoid sharing personal or sensitive information through social media platforms.

If you have used social media (such as LinkedIn) to store or accrue business contacts in the course of your employment with us, the data is considered Amgueddfa Cymru's.

We may require you to..

- a) provide the appropriate authorities access to your social media accounts, if any illegal or defamatory activity is detected.
- b) provide Amgueddfa Cymru with contact data acquired during your term of employment.

Do not post identifiable pictures of people, without their express permission to do so. This also applies to group photos. For more information, see Staff Handbook.

6.8 Training and Education

Amgueddfa Cymru will provide training to employees authorised to manage social media accounts.

Amgueddfa Cymru will ensure that personnel are familiar with platform features, best practices, and this policy.

6.9 Reporting Concerns

If an employee comes across any inappropriate content related to Amgueddfa Cymru or colleagues on social media, they should report it to management.

If an employee encounters cyber threats or security breaches, they should promptly inform the IT department.

7. Compliance

7.1 Compliance Measurement

The Digital Working Group will oversee compliance to this policy.

7.2 Exceptions

Any exception to the policy must be approved by the Digital Working Group.

7.3 Non-Compliance / Breach of policy

Breach of this policy may be considered gross misconduct and as such may result in dismissal.

We may request you to remove social media postings which we believe to be inappropriate or otherwise not in compliance with this Policy. Failure to comply with any request made may result in disciplinary action being taken.

8. Policy Violations

Violations of this policy may be considered gross misconduct and may be considered gross misconduct, which could result in summary dismissal.

9. Review and Updates

This policy will be reviewed periodically to ensure relevance and effectiveness.

Updates to the policy will be communicated to relevant personnel.

By adhering to this policy, organisation-owned social media accounts can effectively contribute to the organisation's goals, enhance its reputation, and maintain a positive online presence.

10. Administration of the Social Media Policy

10.1 The Digital Working Group (DWG) is responsible for the governance of this policy. The Digital Team is responsible for the administration of this policy.

Useful links and contact

The following internal policies contain additional information and guidance:

[Disciplinary Policy]

[Computers, Email and Internet Policy]

[Grievance Policy]

[Data Protection Policy]