

CBRL Media and Social Media policy

This policy applies to all trustees, employees, contractors and anyone working pro bono for CBRL.

This policy sets out CBRL's position on anyone who works for or with CBRL's use of personal social networking sites and blogs, whether conducted on CBRL equipment and in work time or your own private media in your own time. The policy also sets out CBRL's policy on contact with the mainstream media.

The absence or lack of explicit reference to a specific place or site does not limit the extent of the application of this policy. Where no policy or guideline exists, anyone who works for or with CBRL should use their professional judgment and take the most prudent action possible. Consult with CBRL's Director if you are uncertain.

Breaches of this policy will be dealt with under CBRL's disciplinary procedure. You should be aware that CBRL regards breach of any part of this policy as misconduct that may result in disciplinary action up to and including dismissal without notice (if gross misconduct).

You should be aware that any information contained on social networking sites may be used in evidence, if relevant, to any disciplinary proceedings.

Anyone who works for or with CBRL should understand that CBRL can and will monitor the use of social media and social networking websites, even if they are engaging in social networking or social media use away from official CBRL work.

Your Responsibilities

Social networking sites and blogs offer a useful means of keeping in touch with friends and colleagues and they can be used to exchange views and thoughts on shared interests, both personal and work-related.

CBRL does not object to you setting up personal accounts on social networking sites or blogs on the internet, in your own time and using your own computer systems. However, you must not do so on CBRL's media or in work time unless it relates directly to your work at CBRL.

You must not disclose CBRL's data, breach copyright, defame CBRL or its clients, suppliers or staff members or disclose personal data or information about any individual that could breach the Data Protection Act 2018 on your blog or on any social networking sites.

Social networking site posts or blogs should not be insulting or abusive to staff members, suppliers, contacts or clients. You must not cast CBRL, its work, or its staff in a negative light.

References to CBRL

You should always be conscious of your duty as someone who works for or with CBRL to act in good faith and in the best interests of CBRL. CBRL will not tolerate any criticisms contained in posts by anyone who works for or with CBRL on social media, blogs or websites.

You must not bring CBRL into disrepute through the content of your website entries or your blogs.

Do not reference or cite CBRL or use CBRL's logo unless it is appropriate to do so. Respect copyright laws, and always reference or cite sources appropriately.

Plagiarism applies online as well as in print.

If reference is made to your role or to CBRL, you should state to the reader that the views that you express are your views only and that they do not reflect the views of CBRL. You should include a notice such as the following:

"The views expressed on this website/blog are mine alone and do not reflect the views of CBRL."

If you become aware of information relating to CBRL posted on social networking sites or blogs, you should bring this to the attention of the CBRL Director.

Third Parties

You must not disclose any information that is confidential or proprietary to CBRL or to any third party that has disclosed information to CBRL. CBRL's data protection policy provides guidance about what constitutes confidential information.

Be Responsible

Anyone who works for or with CBRL is responsible for what they write and must exercise good judgment and common sense. Refrain from comments that can be interpreted as slurs, demeaning, inflammatory or rude. You must not publish any views which are offensive.

Whether you are blogging, posting, tweeting or using other social media channels, remember that your readers include researchers, governments, the media, stakeholders, as well as current, past and future staff members. Consider that before you publish and make sure you do not alienate or offend any of those groups.

Anyone who works for or with CBRL should always think twice before sending any email or publishing any comment online. Consider how your comments may reflect on CBRL. Good judgment is paramount regardless of whether online comments relate directly to your work.

Respect copyright and fair use. Always give people proper credit for their work, and make sure you have the right to use something with attribution before you publish.

Contacts with Mainstream Media

Any approach from the media should be referred to CBRL before agreeing to any interview or sharing material. Raising CBRL's profile is encouraged but media cover comes with risks. The possibility of misunderstandings to the detriment of the organisation is considerable and needs to be discussed with CBRL.

Media Appearances

Media appearances and interviews by CBRL staff, trustees, or funded scholars beyond academic publications can be useful publicity for CBRL but can carry significant risks for the organisation. You must seek clearance from your line manager before a media appearance.

You should restrict activities to reputable mainstream media but be aware that extracts of an interview or article can be presented in a distorted form on social media. You should restrict media comments to areas of your expertise and do nothing to create controversy or embarrass or undermine CBRL.

Campaign stances or major CBRL policy changes which may be contentious must be approved by the Chair or Board of Trustees before anything is made public.