

Appendix 2

Social Media Policy

The programme recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, Instagram and LinkedIn. However, when using social media, the boundaries between professional and personal can become more blurred and users can unwittingly or wittingly publish things they may later regret as content might be available to be read by the masses for a long time. Members' use of social media can pose risks to the programme's reputation.

Personal use of social media

Members of the Age of Experience group who are using social media are encouraged to use common-sense and a responsible approach to the use of social media. They should make it clear in any social media postings that they are speaking on their own behalf. Members are personally responsible for what they communicate in social media. Breach of this policy may result in disciplinary action up to and including dismissal.

“Views my own”

Including “views my own” on a social media profile page, can make it clearer that any personal views are not those of the programme or partners.

If you have any suggestions

Suggestions/comments on social media policy