



TKW Social Media Policy

We need to be aware of our responsibilities to those we work with, our members, the communities in which we operate and our business wherever and whenever we use social media, with any connection to TKW.

Our policy applies to **any** website where you can **publicly** post a comment, and includes:

- ◆ Social networks (e.g. Facebook, Twitter, YouTube, etc)
- ◆ Other sites enabling comments
- ◆ Blogs (e.g. Wordpress, Twitter)
- ◆ Online forums

(NOTE: This list is not exhaustive)

This policy explains:

- ◆ How you should handle certain situations
- ◆ Why it's important for you to consider your use of social media
- ◆ How you should use TKW's social media (e.g. Facebook and Twitter pages)
- ◆ Top tips for you to remember when using social media

Conversations posted on social networking sites can end up being seen by millions of people. Any comments you make, which relate to, or reflect on any element of TKW, are visible to members of the public.

Once a comment is made, it's very difficult to completely withdraw or delete it, so you need to think carefully about what would happen if your comments were read by your friends, family, colleagues or people you don't know.

Where you are immediately identifiable as representative of TKW from your profile, members could assume that you are talking on behalf of TKW and therefore you are responsible for what you write about work and TKW as a business/charity.

When discussing anything relating to TKW, you must do this in the same professional way that you would if you were talking to members.

- ◆ If you notice comments on social media sites by members that you think are untrue, unfair or inappropriate – we don't accept this kind of behaviour in person or online, so notify us and we'll investigate and take action where appropriate to do so
- ◆ If you feel a member is bullying or harassing you or another member through social media - we don't accept this kind of behaviour in person or online, so notify us and we'll investigate and take action where appropriate to do so
- ◆ If you see comments online that you are concerned about and they relate to TKW or our members, but are not written by our representatives or members – please do not respond directly to these comments but notify us so that we may investigate, respond and take any action needed.
- ◆ If you see comments online that give a poor impression of us to the public – please notify us so that we may investigate, respond and take any action needed.

TKW has accounts on Facebook, Twitter, Instagram etc where comments and reviews can be made. Our social media sites are mainly forums for our members to discuss and talk to us, and as a member you are more than welcome to join in these discussions.

However these really aren't the places to discuss any issues that you may have. These should be discussed with your Instructor.

If you do join in these discussions, please don't give your opinion about something on behalf of TKW because this could be seen as an official response. And if you are strongly recommending a service we provide then you should always disclose that you are a member.

Top Tips

- ◆ Do remember that you are personally responsible for everything that you say online.
- ◆ Do be mindful of your privacy settings on social media networks – know who you are sharing information with.
- ◆ As a student, please don't give your opinion about something on behalf of TKW.
- ◆ If you wouldn't say it directly to us then don't say it in a social media context.
- ◆ Do make sure that anything you post is in line with equality, diversity and inclusion.
- ◆ Do remember that copyright, fair use etc, apply to everything you say and do online.
- ◆ Don't discuss or post anything confidential or that might break data protection rules.
- ◆ Please do not use the TKW logo or corporate images on personal sites.
- ◆ Please don't share anything that is highly sensitive or confidential.