

Social Media

This policy will ensure that the Kilties activity across social media positively promotes and does not negatively impact the Kiltwalk brand.

Social media is the term commonly used to describe web-based, mobile, online and other interactive communication technologies which allow users to interact with each other. Social media sites are being increasingly used and have the potential to damage an organisation's reputation when inappropriate comments or posts are made and shared amongst the users of these sites. Social media covers a wide range of online activity, all of which can be tracked and traced.

Kilties who are users of social media should be mindful that information displayed in public forums, online blogs etc. may be subject to investigation and action if deemed inappropriate.

Examples of inappropriate usage of social media include breach of confidentiality and privacy, defamation or harassment.

The key things to remember when posting on social media are the following:

- Behave professionally and in a manner that reflects the charity, be positive and don't insult anyone
- Make the Volunteer Manager or Team Leader aware of any inappropriate conduct on social media
- Your views are your own so please don't say anything that you wouldn't say when speaking in public

All content for social media will be managed through the Kiltwalk marketing team to ensure the messages and tone of voice for each channel is consistent. The marketing team will also work directly with the Volunteer Manager to support the delivery of key objectives (such as our volunteer recruitment processes) via the Kiltwalk's existing social media channels.

Kiltwalk recognises the benefits social media can bring to organisations. For example, increased brand awareness, public engagement and networking opportunities. In light of this, certain roles within Kiltwalk will have access to social media channels to assist them with their role.

If an individual identifies themselves as a Kiltie, they are expected to act in a manner which does not bring the charity into disrepute.

Kiltwalk expects its volunteers to act responsibly when using social media and not to be involved in any communication or activity which could jeopardise its reputation or confidentiality. When using social media individuals should not:

- Post confidential or propriety information.

- Post comments electronically or distribute via email, anything which could cause offence or could be considered discriminatory.
- Post statements or comments which could be considered bigoted, hateful or discriminatory.
- Make disparaging comments or statements about any individuals associated with Kiltwalk (e.g. employees, volunteers, consultants, partners and stakeholders).
- Post or distribute images, video or messages that may bring the Kiltwalk into disrepute. For example, anything that may be considered indecent, hateful, pornographic, obscene or illegal.
- Discuss sensitive/confidential/negative Kiltwalk related issues online. Even when anonymous, discussing this type of information online is likely to be inappropriate. This includes posting derogatory comments about Kiltwalk, volunteering as part of the Kilties programme or decisions made by the organisation.
- Use social networks to raise concerns or grievances. The Kilties programme has separate policies to deal with personal concerns and concerns regarding corporate malpractice or misconduct.
- Conduct themselves in a way that is detrimental to Kiltwalk.