

## CNHC Policy on the use of Social Media

### Policy brief and purpose

Our social media company policy provides a framework for using social media. “Social media” refers to a variety of online communities like blogs, social networks, chat rooms and forums or groups. This policy applies to all instances of social media use, whether employees are handling one of CNHC’s corporate accounts or one of their own. CNHC currently has corporate accounts with Facebook, Twitter, Instagram, LinkedIn and YouTube.

### Scope and Policy elements

We require all our employees to comply with this policy, and it also extends to the CNHC Board of Directors, the Professional Committee and CNHC Profession Specific Board (PSB) members.

In this policy we cover two different elements: representing CNHC on social media and personal social media accounts.

### Representing CNHC on social media

Some employees represent CNHC by handling corporate social media accounts. We require them to act carefully and responsibly to protect CNHC’s image and reputation. CNHC’s corporate social media accounts are monitored by CNHC staff on a regular basis. Employees are required to comply with CNHC’s Privacy Notice and Data Protection Policy and observe laws on copyright, trademarks, plagiarism and fair use when representing CNHC on social media.

Employees are to contact the Chief Executive should they have any questions on how to respond to a comment, question or post on any of CNHC’s social media accounts during working hours. Any queries will be dealt with individually on a case by case basis. Below are guidelines on what is expected when handling CNHC’s corporate social media accounts:

- Respond to questions and comments (where appropriate) as quickly as possible during office hours.
- Monitor the tone and content of comments to ensure only appropriate comments are made visible on CNHC’s corporate accounts, where possible.
- Remove and/or report any posts or comments that could be interpreted as being abusive, derogatory, discriminatory, illegal, offensive, violent, libellous, cruel or sexual. As a guide, we use the [Community Standards](#) set by Facebook to determine when a comment/post/profile is to be reported to the appropriate social media network.
- Comments which are challenging but appropriate will be replied to on the CNHC corporate page in the first instance, but where the nature of the comment requires a private reply, the enquirer will be invited to contact the CNHC office directly via email or phone.

- Correct or remove any inaccurate, misleading or false content within 24 hours where possible, during the working week.
- Remove any comments that constitute misleading advertising, spam, could cause harm or widespread offense and report it to the [Advertising Standards Authority](#) (ASA). We refer to the ASA's [Non-broadcast Code](#) to determine if a comment/post/profile is in breach.
- Remove any comments deemed as seeking personal advantage for themselves and/or their business.
- Only like/follow/connect with other regulatory bodies, professional associations, charities, not-for-profits, healthcare or consumer organisations with relevance to our work. Do not follow individual accounts unless requested or approved by the Chief Executive. Do not engage with organisations or individuals seeking a commercial advantage or gain.

### **Personal social media accounts**

It is accepted and understood that many employees, Board members and members of Profession Specific Boards hold their own social media accounts on different platforms, which may not be used or accessed by CNHC. They are allowed to follow, like and share content posted on CNHC's corporate accounts. However, we have clear guidelines below to indicate what is not allowed on personal social media accounts:

- Do not indicate that you work at CNHC on any social media platform except LinkedIn.
- Do not make or indicate that you are authorised to make comments on behalf of CNHC in any circumstance.
- Do not share intellectual property of CNHC, confidentiality policies and laws apply.
- Avoid any defamatory, offensive or derogatory content directed towards colleagues, clients or CNHC partner organisations.

Our Social Media Policy will be reviewed every two years.

If you have any questions or comments about these policies or anything you see on our corporate social media accounts, please contact us at: [info@cnhc.org.uk](mailto:info@cnhc.org.uk)

November 2022