

Social Media Policy

1. Introduction

The Institute of Industrial Engineers & Safety Management Systems (IIESMS) recognises the importance of social media as a tool for communication, engagement, and professional development. This Social Media Policy provides guidelines for the responsible use of social media to protect the organisation's reputation and ensure compliance with relevant laws and regulations.

2. Policy Statement

IIESMS aims to:

- Encourage the responsible use of social media by its employees, members, and stakeholders.
- Protect the reputation and integrity of the organisation.
- Ensure that social media use complies with all relevant laws, regulations, and organisational policies.

3. Scope

This policy applies to all employees, members, contractors, volunteers, and other stakeholders who use social media on behalf of IIESMS or in a personal capacity and whose actions could impact the organisation.

4. Definitions

- **Social Media:** Websites and applications that enable users to create and share content or participate in social networking, including but not limited to Facebook, Twitter, LinkedIn, Instagram, YouTube, and blogs.
- **Official Accounts:** Social media accounts created and managed by IIESMS for official purposes.



5. Responsibilities

5.1 Management

- Provide guidance and oversight on the use of social media.
- Ensure that social media use aligns with the organisation's values and objectives.

5.2 Social Media Officer

- Manage and monitor official IIESMS social media accounts.
- Provide training and resources on responsible social media use.
- Address any issues or concerns related to social media use.

5.3 Employees and Members

- Comply with this Social Media Policy and related procedures.
- Use social media responsibly and professionally.
- Report any inappropriate or concerning social media activity to the Social Media Officer.

6. Guidelines for Responsible Social Media Use

6.1 Official Use

- Only authorised individuals may create and manage official IIESMS social media accounts.
- Use official accounts to share relevant and accurate information about IIESMS's activities, events, and achievements.
- Ensure that all content posted on official accounts is professional, respectful, and aligned with the organisation's values and objectives.

6.2 Personal Use

- When using personal social media accounts, employees and members should clearly state that their views are their own and do not represent IIESMS.
- Avoid sharing confidential or sensitive information related to IIESMS.
- Be mindful of privacy settings and the potential impact of social media posts on the organisation's reputation.



6.3 Content Guidelines

- Do not post or share content that is offensive, discriminatory, or inflammatory.
- Respect copyright, privacy, and data protection laws when sharing content.
- Correct any inaccuracies or misinformation promptly.

7. Confidentiality and Privacy

- Protect the confidentiality of IIESMS's proprietary and confidential information.
- Do not disclose personal or sensitive information about employees, members, or stakeholders without their consent.

8. Monitoring and Compliance

- Regularly monitor official social media accounts to ensure compliance with this policy.
- Address any breaches of this policy promptly and take appropriate action.

9. Reporting Concerns

- Employees and members should report any concerns or inappropriate social media activity to the Social Media Officer.
- Reports will be handled confidentially and investigated promptly.

10. Training and Awareness

- Provide regular training on responsible social media use and the importance of protecting the organisation's reputation.
- Ensure that all employees and members understand their responsibilities under this policy.

11. Consequences of Non-Compliance

- Non-compliance with this policy may result in disciplinary action, up to and including termination of employment or membership.
- Legal action may be taken against individuals or entities involved in breaches of this policy.



12. Review and Updates

This Social Media Policy will be reviewed regularly and updated as necessary to ensure it remains relevant and effective.

13. Contact

For questions or concerns about this Social Media Policy, please contact the **Social Media Officer**.

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