Social Media Policy 2016

As thought leaders and practitioners in IT service management, it is vital that our members participate constructively in social media forums in ways that educate, inform and enhance ITSM practices. This policy sets out a standard of professional behaviour in these forums.

This policy governs the use of social media by ITSMF UK employees, directors and volunteers, who for the purpose of this document will be referred to as *ITSMF UK representatives*. The term *social media* covers any online contribution or commentary, including blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet. ITSMF UK representatives are free to publish or comment via social media in accordance with this policy.

1. Be responsible!

ITSMF UK representatives are responsible for all communications that they post online. In this context, it is essential that:

- Any information posted is factual and accurate;
- All comments are truthful, honest and transparent;
- Mistakes are quickly and publicly corrected;
- If opinion is expressed, that any affiliation with ITSMF UK is disclosed and it is made clear that the opinion is personal;
- Any vested interest in the topic being discussed is disclosed;
- The information posted is already publicly available, unless the participant is authorised to announce it;
- The participant does not knowingly use another person's identity;
- If using a shared/generic identity, the participant is identified as the speaker;
- The terms of reference of the service utilised are adhered to. Violations of the terms of reference for the service will be considered a breach of this policy; and
- Copyright, privacy and other laws are not breached or broken.

2. Be respectful!

ITSMF UK representatives must always express ideas and opinions in a respectful manner and in line with copyright laws and ITSMF UK brand guidelines, ensuring that:

- Any information posted does not cause damage to ITSMF UK, its reputation, brand or commercial activities;
- Sources are attributed and referenced (ideas/opinions not passed as one's own);
- Proper respect is shown for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others;
- Participants are aware that linking to another site may imply endorsement of its content;
- Participants do not insult others, including competitors or those who do not agree with personal opinions;
- Approaches are fair to all political, religious, economic or racial differences and opinions;
- Postings are not obscene, defamatory, threatening, discriminatory or hateful of any person or organisation.

3. Don't divulge secrets!

Online comments are not private; it is vital to respect the power of the internet and not share confidential information via social media. With this in mind:

- Avoid identifying and discussing others without written permission, including customers, suppliers, friends and co-workers;
- Where practical, obtain permission before posting pictures of others (we adopt a policy of presumed consent for photos at public events, but check that subjects have not opted out);
- Always respect and acknowledge others' copyright;
- Never discuss proprietary ITSMF UK information, including finances, strategies, unannounced services or anything considered "confidential"; and
- Ensure information disclosed does not violate any non-disclosure agreements.

Setting up social media

The setting up of social media accounts in the name of ITSMF UK must be approved by one of the official spokespersons (see below) and managed through the ITSMF UK office.

Official ITSMF UK accounts

Authorised spokespersons (normally the CEO and/or Chairman of ITSMF UK) are responsible for monitoring the use of official accounts and posting about or in response to comments regarding ITSMF UK. An authorised member of the staff management team may also post to these accounts when directed. In particular, the authorised spokesperson will ensure that:

- Responses are made to misrepresentations of ITSMF UK;
- This policy is enforced and followed by all ITSMF UK representatives; and
- ITSMF UK accounts are primarily used to talk about issues relevant to the membership, culture, or wider IT industry.

Management of the official ITSMF UK social media accounts may be delegated to members of staff by the authorised spokespersons. Other directors should seek permission from an authorised spokesperson before asking a delegated member of staff to post on their behalf.

Other office holders, such as regional and special interest group chairmen, may also post providing they have been supplied with an appropriate official ITSMF UK account to use.

Disclaimers

ITSMF UK representatives using personal or non-official ITSMF UK social media accounts should include a prominent disclaimer explaining that their views are their own and they do not act on behalf of ITSMF UK in any legal or official capacity.

Enforcement

Policy violations are a serious matter and will be handled through the appropriate disciplinary channel, depending on whether the person in breach is a director, staff member or volunteer of the ITSMF UK.