



Social Media Use Policy

Introduction

SRLPDC positively encourages the use of social media to connect, communicate and collaborate in ways which add value to our profession. As such, it does not intend, through this policy, to prevent registrants and others from conducting legitimate personal and business activities via social media. Rather, guidance is provided to empower people to take advantage of the opportunities which social media offers whilst avoiding the pitfalls that can result.

SRLPDC acknowledged that the advantages of social media can be used for a variety of means, including:

- Engaging others in your work and keeping them informed
- Generating ideas and feedback
- Promoting initiatives/projects and explaining concepts
- Following discussions and keeping track of news
- Sharing good practice and making recommendations
- Building and extending networks

However, there must be a clear distinction between anything posted in a business capacity and anything posted in a personal capacity through one's own social media profiles.

All forms of social media are covered by this policy, including any internal platforms provided for professional use and external channels used in both a professional and personal capacity. This includes but is not limited to:

- internal platforms
- external platforms such as Facebook, X (formally known as Twitter), and LinkedIn
- all other internet postings, including blogs and group forum

Guidance

This policy applies to all SRLPDC registrants, staff, volunteers and members of the board of trustees (hereafter referred to as 'others').

It applies whether its use is in the workplace or outside it, during working hours or otherwise, and regardless of whether the social media is accessed using any of SRLPDC's systems or any personal equipment.

Registrants and others are advised to familiarise themselves with SRLPDC's Principles of Professional Practice (PoPP), which provides a framework of our obligations as practitioners both in person and digitally.

Registrants and others have a personal responsibility for everything they post, whether through internal or external social media channels. They should be aware that social media postings are instantly available to other users, nearly impossible to erase and will be considered public regardless of whether they have applied account settings to ensure private or restricted access.

Registrants and others must ensure that in their use of all social media, they observe SRLPDC's policies, including the Principles of Professional Practice (PoPP) and Equality, Diversity and Inclusion Policy, and avoid taking any action that would bring the profession into disrepute. This includes, but is not limited to, ensuring that any posts they make are in line with SRLPDC's values and that they protect confidential information. Confidential information includes information obtained through professional practice which is not in the public domain, and the use of personal data of colleagues without their permission.

SRLPDC values the fact that registrants and others have a right to express views relating to beliefs they hold. However they must also treat others with respect by not making any comments which are offensive, disparaging, derogatory, discriminating or defamatory. They should also be aware that views they express or share, including on private social media, might be shared by others and might, in some circumstances cause offence, hurt or upset. They should think carefully about the tone, content and audience for any comment or view they share or express on social media.

It is important to be mindful that personal views or information expressed on social media cannot be entirely isolated from one's professional life. Registrants' and others' actions and behaviour on social media therefore have the potential to positively enhance or adversely impact the profession's reputation and appropriate care should be exercised to comply with the Principles of Professional Practice (PoPP) at all times. Any breaches of this policy or other relevant SRLPDC policies (including PoPP) may result in disciplinary action being taken up to, and including, removal from the register or role within the organisation.

Date: 26.3.26

Signed (for the Board of Trustees): Mags Greig

Date for review: 25.3.28