



Social Media Policy

Introduction

The emergence of social networks, the proliferation of mobile devices and the ubiquity of the Web has blurred the lines between personal and professional lives.

As a United Synagogue employee building a presence online helps you connect with members and peers, providing feedback on our services and US communities.

Social Networks

Staff may only use social networks such as Facebook, Twitter, Linked-in etc on behalf of the United Synagogue with the express permission of the Marketing department or their own Director.

Staff are reminded to take care when using social networks even in a personal capacity and when not at work. Most social networking sites have fields in the user profile for work experience, job title, etc. By identifying yourself as an employee of the United Synagogue you become, to some extent, a representative of the United Synagogue and everything you post has the potential to reflect on us and our image. If you identify yourself as an employee of the United Synagogue any personal blogs and other personal posts must contain disclaimers that make it clear that the opinions expressed are solely those of the author and do not represent the views of the United Synagogue.

Please note that comments, even if made in a personal capacity, that are detrimental to The United Synagogue, are not allowed and may result in disciplinary action.

Some social sites provide for members to write recommendations or referrals for friends/associates. Staff are reminded that they must not do this as a representative of the United Synagogue since that gives the appearance the United Synagogue endorses the individual being recommended.

Our relationships with donors, lay leaders, partners and other staff are valuable assets that can be damaged through a thoughtless comment. Staff must not reference any donors, lay leaders and other staff, or partners without obtaining their express permission to do so. Social networking communications are somewhat informal and it is easy for staff to forget confidentiality when they think they are discussing only among themselves. You are therefore reminded to retain confidentiality with regard to the United Synagogue business at all times.

Representing the United Synagogue

Those in a position of authority, whether professional or lay, may be seen as representing the United Synagogue when they make public statements. This would include:

- At a public meeting
- Via email

- On a website
- Blogs
- Via social media e.g. twitter, Facebook etc.

If making a personal comment i.e. not in your capacity as a representative of the United Synagogue, this must be made clear, however, certain roles will make it unlikely that your statements are not being made on behalf of the United Synagogue.

Statements that would be perceived as statements bringing the United Synagogue into disrepute may be a potential disciplinary issue for employees.

Social Media Guidelines

There's a big difference in speaking "on behalf of the United Synagogue" and speaking "about" the United Synagogue. Just as with traditional media, we have an opportunity and a responsibility to effectively manage the United Synagogue's reputation online. The following principles below are a guide on using Social Media within The United Synagogue.

1. Be Certified by the United Synagogue. Any employee who wishes to represent The United Synagogue as a spokesperson online should speak to the US Marketing Department.
2. Whether you are a spokesperson or not as an employee you must act with honesty and integrity in all matters.
3. Be mindful that, even if not a spokesperson of The United Synagogue, due to your role you will be seen as representing the United Synagogue. As a US employee, it is important that your posts convey the same values that The United Synagogue stands for. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on the United Synagogue.
4. Firstly disclose your affiliation with the United Synagogue. The United Synagogue requires all employees who are communicating on behalf of the organisation to always disclose their name and their affiliation. It is never acceptable to use aliases or otherwise deceive people. State your relationship from the outset, e.g., "Hi, I'm John and I work for the United Synagogue."
5. Keep records. It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. Because online conversations are often fleeting and immediate, it is important for you to keep track of them when you're officially representing the United Synagogue.
6. When in doubt, do not post. You are personally responsible for your words and actions, wherever they are. It is your duty that you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information about the United Synagogue or its members. Exercise sound judgment and common sense, and if there is any doubt, DO NOT POST IT. In any circumstance in which you are uncertain about how to respond to a post please contact the US Marketing Department.
7. Give credit where credit is due and don't violate others' rights. DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content. Do not use the copyrights, trademarks, or other rights of others without the necessary permissions.

8. The United Synagogue allows employees to engage in online social media activities at work for legitimate purposes. However, these must be in line with the IT, Internet and Email policy sections 1 & 3 and must not distract employees from their work.

9. Remember that your location can have significance. The way that you answer an online question might be accurate in some parts of the world, but inaccurate in others. Keep that “world view” in mind when you are participating in online conversations. E.g. Shabbat times in London vs Sheffield, service times in different shuls etc.

10. Know that the Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.

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