### Policy 33: Information Communication Technology, Social Media and Advertising Policy

Last updated by: SH, RS

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1. Introduction and Scope

a) The Trustees of Age UK York (AUKY) have overall responsibility for the management of AUKY and seek to provide services to assist older people in York;

b) The Trustees have devolved day to day responsibility to the Chief Officer (CO);

c) This Policy combines the earlier Policy 62: Safe use of VDU equipment, Policy 33: Information Technology and Policy 41 Mobile Phone Policy. Social media and advertising arrangements are added;

d) Policy 56 on Best Office Practice and Policy 12 on Data Protection should be read in association with this Policy;

e) The rapid development of information communication technology (ICT) and the consequent frequent adaptation of practices and arrangements by AUKY requires regular changes to AUKY’s approaches to ICT use. At the same time these developments can pose challenges and threats both to AUKY service users and to AUKY workers;

f) Because of this, AUKY Trustees have approved an ICT Policy that sets out ICT principles, leaving the actual procedures to rest with AUKY staff whose role is the control and development of ICT use including the selection and purchase or hire of ICT equipment and instructions for use.

g) Advertising is a more commonly understood activity but is subject to the same challenges and threats as any social media activity;

h) This policy relates to all the equipment relating to ICT that is owned, leased or provided by AUKY. Where workers, with permission from their line manager or supervisor, use their own equipment, in particular their own home computers and mobile phones, this policy relates to that equipment and that usage for AUKY activities.

2. Definitions

a) The Trustees take the term ‘ICT’ to refer to all systems and structures that facilitate the storage, maintenance, communication, transfer of information or in any other way manage information and communication electronically. These systems and structures include photocopiers, fax machines, telephones, mobile phones, cameras and what are usually referred to as ‘computers’ i.e. a screen, keyboard, hard drive and mouse as well as USB sticks and equipment used to display information such as in training sessions;

b) ‘Social media’ covers a range of networks, discussion sites and review websites. New facilities are regularly developed so that the Trustees do not attempt to list them all here. However, their intention is to facilitate information exchange in ways that can be instantaneous;

c) ‘Advertising’, before the introduction of social media, largely took the form of printed materials including posters and handouts and the use of the spoken word via radio or TV;

d) Whatever type of social media facility or form of advertising is used, any message does several things. For example:

- It provides information, e.g. a new service is being offered; a meeting is to be held at a given date, time and location; there has been a new invention which will help people with disabilities; and so on;

- It demonstrates an awareness of its intended audience, e.g. it is in large print; it is in bright, modern, language; it is jargon-free; and so on;

- It conveys the attitude of the author. Newspapers, for example, tend to have a political bias and emphasise or suppress news items. When an individual creates and publicises information or comment that bias can become very obvious.

3. Legislation
a) The Trustees and all AUKY workers must acknowledge and adhere to all relevant legislation relating to ICT, including, but not restricted to:

- The Data Protection Act, and General data Protection regulations, as amended;
- Health and Safety Regulations as they relate to the use of display screen equipment;
- Disability Discrimination Act, 1995
- Public Interest Disclosure Act 1998 (The Whistleblowing Act)
- Protection from Harassment Act 1997 (anti-stalking legislation)
- Employment Rights Act, 1996

b) Where any legislation and AUKY policies differ, the legislation will be followed.

4. Responsibilities and duties of all workers

a) All AUKY workers have a responsibility:

- to uphold the aims, objectives and principles of AUKY both as regards its services users and all workers within AUKY;
- to adhere to relevant legislation, instructions and training made available to them by AUKY trainers and in cases of doubt must discuss this with their line manager/supervisor;

b) Use of ICT equipment carries some element of risk, particularly as regards eyesight but for other causes as well and the ICT team will advise on suitability of the environment and other factors in the use of IT equipment. Any advice or instructions they provide will be communicated to the CO and the relevant line manager/supervisor who will act on them accordingly;

c) The guiding principle for any AUKY worker using any kind of advertising, comment or discussion facility is that the aims, objectives and principles of AUKY itself are recognised to be immediately on display;

d) This Policy is discussed during Induction of all workers; but in any cases of doubt, at any time, workers must consult their line manager/supervisor;

e) The Trustees meet as a Board on a regular basis and will receive ICT reports on its systems, structure, management and needs from time to time.

5. The ICT staff and duties

a) A team exists, known as the ICT team, which consists of the CO and designated managers and administrative staff who have specific skills and responsibilities for the management of AUKY’s ICT systems. The Trustees have accorded certain duties to this ICT team in relation to ICT and advertising;

b) AUKY has contracts with ICT providers for the supply and maintenance of ICT programs and general ICT ware servicing. The Treasurer is regarded as part of the ICT team for the identification of ICT needs and selection of appropriate equipment together with negotiations on costings and contract details. Final decisions are taken by the CO, in consultation with the Treasurer and Trustees as a whole;

c) The IT staff will collate and create a manual of procedures, methods and instructions relating to all IT equipment and will keep this up to date and available as required;

d) These AUKY staff will assist with training in the use of all ICT equipment as required including placing emphasis on workers not attempting to rectify the situation themselves in the event of problems occurring in the use of any IT equipment.

6. ICT control

a) Information on the Data Controller and Data Manager is contained in Policy 12: Data Protection;
b) The ICT team are responsible for:

- Providing apps and tools to manage AUKY's social media presence;
- Tracking any key performance indicators;
- Proactively monitoring for social media security threats;
- Creating and managing all passwords;
- Ensuring requests for assistance and support made via social media are followed up;
- Ensuring that only those programs approved and agreed for use on AUKY IT ware are downloaded onto such ware;
- Installing, maintaining and replacing virus protection software, in association with contracted IT companies as appropriate;
- Providing, maintaining and copying back-up systems daily and ensuring they are held in buildings other than AUKY offices;

7. ICT security and confidentiality

a) Security of data is paramount and this AUKY policy is intended to ensure the safety and security of all workers, service users and the general public;

b) AUKY acknowledges the Data Protection legislation and General Data Protection Regulations which must be adhered to at all times;

c) The abuses of IT multiply constantly. Some basic rules apply to all workers and in any case of doubt, workers must discuss the situation with the line manager or supervisor. In particular, workers must not:

- Open attachments from any source about which they have the slightest doubt;
- Use their own usb sticks in AUKY offices on that equipment or on equipment in any other venue including at home unless that use has been approved by their line manager/supervisor;
- Use any IT equipment in such as way as to give any clues about themselves, colleagues, service users or members of the public.

d) Passwords must be used where supplied and agreed code names must be used to protect service user identity;

e) Security software is installed on all AUKY desk top computers and lap tops and is regularly maintained. However, workers must be on guard against:

- all attempts to breach security;
- phishing; and
- attempts to introduce and distribute spam and malware;

f) AUKY ICT and internet resources are provided for legitimate AUKY use. All data relating to social networks written, sent or received through the company’s computer systems are part of its official records. AUKY therefore:

- Reserves the right to monitor how social networks are used and accessed through these resources, carrying out such monitoring by authorised staff;
- Acknowledges that it may be legally compelled to to show that information to law
enforcement agencies or other parties;

- Has the right to monitor, intercept, review or retrieve incoming and outgoing e-mails and to trace a worker's visits to the Internet.

8. Location of ICT equipment

a) AUKY workers operate from several locations in the City, resulting in the location of IT equipment in various offices and on occasion at workers' homes and in other places where services are provided;

b) The various paragraphs of this Policy relate to workers and IT equipment wherever they are held, even if temporarily;

c) For security, workers must ensure that any IT equipment held outside an AU KY office, for example in a vehicle, is kept securely, is locked and with all passwords in operation. Any loss of ICT equipment must be reported immediately to the IT staff and in particular to the CO.

9. Advertising

a) Advertising largely takes the form of printed materials including posters and handouts and the use of the spoken word via radio or TV;

b) The CO is responsible for rolling out marketing ideas and campaigns through the social media channels;

c) Advertising via printed materials, including publicised reports as well as handouts and posters, have attached printing costs and are subject to agreement with the Finance Manager and scrutiny by the CO;

d) Advertising via radio and TV includes interviews and talks that:
   - May be initiated by the CO and is only undertaken with the approval of the CO;
   - May be undertaken by invitation from the relevant media service and can only be undertaken with the approval of the CO;
   - All communications, whether thought of as advertising or not, show the public face of AU KY and care must be taken in every communication, to demonstrate the professionalism and culture of AU KY.

10. Use of mobile phones, e-mails and texts

a) The terms of the General Data Protection Regulations must be adhered to at all times;

b) Mobile phones may be provided by AU KY or be privately owned and used as part of service provision;

c) Except in emergency situations and with the knowledge of a line manager or supervisor, workers will not:
   - Use their own phones at any time during work time or when engaged in work activities;
   - Use any such phone, whoever owns it, to engage in discussions and conversations of any kind that relate to anything other than AU KY-related work;
   - Except in emergency, AU KY's own mobile phones should not be used for private calls. Line managers or supervisors should be informed of such use and will then decide if the workers should be invoiced for any costs;
d) Personal mobile phones in work time should be:

- Used as little as possible
- Carried around by staff and not left to ring on unattended desks;
- Set to ring at lowest volume or on 'vibrate' only;

e) Hand-held mobile phones must not be used while driving. It is illegal to do so and any worker found to be doing so, even if not caught by police action, will be subject to disciplinary action by AUKY;

f) AUKY workers will not use mobile phones, either hand-held or hands-free:

- Whilst any vehicle is under their control and they are doing work for the organisation;
- To respond to line-managers or supervisors whilst they are driving a vehicle and line-managers and supervisors will not attempt to speak to employees in these situations;

g) Workers should switch their phones off when driving and use the call divert and messaging services. They may stop regularly, park up safely, turn off the engine and then retrieve messages and make calls.

h) The general principles when sending messages by e-mail or text are:

- The worker sending e-mail or text messages is a representative of AUKY and it will be helpful to think of such messages as if they were being sent on AUKY headed paper;
- The speed and turnaround of e-mail and text messaging can result in messages being sent without adequate consideration being given to the value or appropriateness of such messages. Therefore:
  - texting will only be used for appointment reminders and then only with the permission of the intended recipient;
  - e-mails will not be sent without consideration. Workers may find it helpful to take fifteen minutes between reading an e-mail message for the first time and creating a reply;

i) Appropriate recipients:

- Only individuals who have agreed to receive e-mails should be sent them;
- The bcc facility must be used for all group mailings except where it is already known that everyone in the group has agreed to their address being visible. Responding to a group e-mail unless it is already known that all the group members have already agreed is not permitted;
- E-mails should not be sent to whole groups unless the sender is certain that everything in the message is relevant and intended for everyone in that group;
- 'Chain mail' messages must never be sent or forwarded;
- The terms of the GDPR are particularly relevant. Anyone sending e-mails without prior certainty that all the members of the group have agreed to their addresses being visible may be subject to disciplinary action;

j) Workers will not:

- Respond to any contacts where there are challenging, abusive, or misleading messages but will discuss the situation with their line manager or supervisor and will then delete any
such messages without responding to them;
- Pass around or show, including via forwarding, any such messages to anyone else, either work colleagues, members of the public or service uses;

k) Inappropriate and illegal messaging:
- Derogatory and hate messages must never be sent or forwarded;
- Defamatory messages and material must be reported to a worker’s line manager or supervisor at once;

l) Confidentiality:
- Passwords must be used where supplied;
- Agreed code names must be used to protect service user identity;

m) Attachments:
- Attachments are the mechanism whereby viruses are usually passed between computers. Attachments must not be opened if there is any uncertainty as to the sender.

n) Pornographic material:
- Such material is of no relevance to the work of AUKY;

o) Except in emergency and with the knowledge of the relevant line manager or supervisor, workers will not engage in any electronic discussions relating to AUKY work when outside the work environment.

11. Health and Safety Practices

a) Suitable office equipment
- Workers will be provided with suitable and adjustable chairs, wrist supports, foot rests and any other equipment which will assist with use of ICT equipment and seek to alleviate any problems caused by the use of ICT equipment;
- Workers with disabilities that they have notified to their line manager/supervisor or the CO will be invited to take part in discussions regarding appropriate equipment and reasonable adjustments will be made for them;

b) Office ambience
- Use of ICT equipment will take place in a well-lit environment;
- Blinds will be available to prevent glare on a display screen;
- The environment will be appropriately ventilated;
- Care will be taken to avoid trailing cables, such cables being housed in suitable casings;

c) Eyesight
- Workers must not work in situations where they must focus on a display screen for more than 20 minutes at a time and must take regular breaks and engage in other activities to change focus in order to obviate eye-strain;
- Workers should take eye-tests with an optician in the normal way and if glasses are recommended purely as a result of AUKY ICT use, arrangements may be made for AUKY to make an appropriate payment for them;

d) Harassment
- As indicated in Policy 29 on harassment in the workplace, IT equipment is not to be
12. Abuse of ICT systems

a) AUKY has the right to monitor, intercept, review or retrieve incoming and outgoing e-mails and to trace a worker’s visits to the Internet;

b) Whenever workers are using Information and Communication Technology (ICT) to communicate, they will observe basic good manners, sometimes called ‘netiquette’. This includes taking time to consider the impact of any message on the intended recipient;

c) From time to time, workers involved with care of particular service users may wish to find out more about symptoms or other information relating to a particular illness or disease. They should only do this following discussion with their line manager or supervisor. In any event, workers must remember that they do not have medical qualifications and should not give advice to any service user regarding their treatment or care.

d) Workers must not:

- Use information obtained from AUKY files for personal gain or for the detriment or benefit of others;
- Engage in internet surfing and should use the internet only for specific information relating to the work of AUKY. This would include information on regulations and legislation updates;
- Access, download or forward, under any circumstances, any pornographic or obscene material or material that is likely to offend another individual;
- Post, upload, forward or link to spam, junk email or chain e-mails and messages;
- use ICT systems in any way which causes distress or harassment to any other worker, service user or member of the public;
- create or transmit material that might be defamatory or incur liability for AUKY;
- post or forward any messages or links relating to inappropriate material including:
  - pornography
  - racial or religious slurs
  - gender-specific comments
  - information encouraging criminal skills or terrorism
  - materials relating to cults, gambling and illegal drugs
  - political comment
  - any other matter included within any legal protection arrangement
  - derogatory and hate messages of any kind
- discuss with anyone except their line manager or supervisor any messages they receive as outlined in this sub-paragraph;

Acting contrary to these requirements will result in investigation and may result in immediate dismissal in terms of the Disciplinary Policy;

e) Workers must not use or install any new piece of software, app or service on any of AUKY’s ICT
equipment. If any such service is considered valuable and appropriate for AUKY, the matter can be brought to the attention of the CO and installation can then be carried out on instruction by the CO to the IT team.

13 Challenges and solutions

a) Information exchange can be instantaneous;

b) Although such speed is of real value when answering service user queries, dealing with emergencies and in other situations, it can result in an attitude where all messages are seen as requiring an instant response;

c) Workers may then sometimes:

- Adopt what can be called a 'knee-jerk' reaction, responding to all messages as if they were crisis calls;
- Not take time to judge if any particular message is a crisis call;
- Feel challenged by the tone of the message to make an instant response;
- Feel that if they do not respond they will be failing in their role within AUKY;

d) The Trustees recognise that all AUKY workers are at stretch and that pressure can result in judgements and actions that with hindsight would have been undertaken differently. The Trustees offer some strategies but others will occur to workers themselves:

- Discuss how to respond to different kinds of messages;
- Never respond to any challenging message immediately. Go for a walk, take some refreshment, carry out some other, even basic, task first;
- Remember that any response has the potential to 'go viral' when it will become, by definition, completely out of control;
- Remember, from the points above, that the originator of a message may have a bias and that all workers have a responsibility to uphold the aims, objectives and principles of AUKY both as regards its services users and all workers within AUKY.

14. Disciplinary action

a) In all instances where workers fail to follow the procedures set out in this Policy or ignore their duties and responsibilities, they may be subject to disciplinary action that may result in dismissal;

b) All workers have the right to appeal in terms of the various employment policies and the Volunteer Policy.