



Social Media Policy

'Social media' is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

This Policy sets out the standards of behaviour expected of employees of Glamorgan Archives whilst participating in social media.

- Be professional: remember that you are an ambassador for your organisation. Your thoughts are only a click away from being seen around the world.
- Be responsible: be careful to avoid giving information that could compromise the safety and security of the Collection or of staff. Never give out personal details like home addresses or telephone numbers.
- Be credible: be accurate, fair and thorough and make sure you are doing the right thing. If you have any doubts consult your line manager.

In its nature and tone social media is informal yet still professional. Always remember that participation online results in your comments being publicly available, possibly for a very long time, and also open to being republished in other media. Stay within the legal framework and be aware that libel, defamation, copyright and data protection laws apply.

Using social media at Glamorgan Archives

Glamorgan Archives participates in the following social media channels:

- Twitter
Twitter is a micro-blogging site which lets users post short messages of up to 140 characters in length. Users 'follow' one another, which essentially means that they subscribe to a feed of their updates. All updates are visible in the Twitter public timeline, but it also has direct message facility for private messages.
- Facebook
Facebook is a social networking site that allows users to create a profile and become 'friends' with one another, whilst businesses can create fan pages. The site allows you to post photos and films, create and join events and groups, write publicly on friends' walls, and send private messages.

- Flickr
Flickr is an image hosting website and online community. Registered users can upload images for free, subject to a monthly limit, or pay for a premium service.
- You Tube
YouTube is a video-sharing website on which users can upload, share, and view films. Anyone can view the films, but users must be registered in order to upload clips.

Use of Glamorgan Archives social media sites will be restricted to those staff with permission to access social media during work hours.

All social media activity at Glamorgan Archives will be conducted bilingually in English and Welsh.

Personal use of social media

Whether or not a Glamorgan Archives employee chooses to create or participate in social media or any other form of online publishing or discussion is his or her own decision.

People in other organisations have been dismissed because of their online activities. While such cases may be rare, it is important as an employee to be aware that posting information about your organisation can not be isolated from your working life. Any information published online can be accessed around the world within seconds and most of it will be publicly available for all to see.

If you are an employee using social media, you should read and take into consideration Cardiff Council's Social Media and Online Participation Policy.