

Social Media Policy

Policy Name	Social Media Policy
Policy Number	HRM-DPP

	Print Name	Role	Signature
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Key Responsibilities	<ul style="list-style-type: none"> - Chairman - Trustees - Managers - Staff and Volunteers

1. Introduction

Human Relief Mission (HRM) recognises that social media plays a crucial role in connecting with our global community, supporters, and partners. This introduction serves as a foundational statement outlining the purpose and significance of the Social Media Policy.

1.1 Purpose of Social Media Policy

The primary purpose of this Social Media Policy is to provide clear guidelines for the responsible and ethical use of social media platforms by individuals associated with HRM. It emphasises the importance of aligning our social media activities with the organisation's mission, values, and goals, fostering positive engagement while protecting the privacy and integrity of all parties involved.

1.2 Importance of Social Media Engagement

Social media serves as a powerful tool to amplify HRM's humanitarian efforts, share impactful stories, and engage with a diverse audience. By maintaining a consistent and positive online presence, we can strengthen our relationships, inspire action, and contribute to positive change in the communities we serve.

1.3 Integration with HRM's Mission

Our commitment to utilising social media aligns with HRM's overarching mission of providing relief to those in need. Through these platforms, we aim to raise awareness, mobilise support, and foster a sense of community among our stakeholders. This policy underscores the importance of every social media interaction as a reflection of HRM's values and dedication to making a meaningful impact.

1.4 Responsible Social Media Use

While social media presents valuable opportunities, it also comes with responsibilities. This policy emphasises the need for responsible content creation and sharing, accurate information dissemination, and the importance of maintaining a respectful and professional tone in all online interactions.

1.5 Alignment with Legal and Ethical Standards

HRM operates within the framework of legal and ethical standards, and this Social Media Policy reinforces our commitment to compliance. It acknowledges the importance of adhering to UK laws and regulations governing social media use, including data protection laws, copyright laws, and defamation laws.

1.6 Continuous Improvement

As the social media landscape evolves, so too will our approach. This introduction sets the tone for the dynamic nature of our Social Media Policy, emphasising the

organisation's commitment to continuous improvement. Regular reviews and updates will ensure that our social media practices remain current, effective, and aligned with the changing needs of our mission.

By establishing a solid foundation through this introduction, HRM aims to create a positive and purpose-driven social media presence that reflects the organisation's values, engages our community, and contributes to the achievement of our humanitarian goals.

2. Purpose of Social Media Use

2.1 Mission Alignment

Social media serves as a dynamic platform for HRM to align its digital presence with the organisation's mission, vision, and values. The purpose of using social media is to strategically leverage these platforms to amplify HRM's humanitarian goals, share impactful stories, and mobilise support for the communities we serve.

2.2 Community Engagement

The fundamental purpose of HRM's social media engagement is to foster a vibrant and engaged community. By utilising social media, we aim to build meaningful connections with our audience, supporters and partners. Through active participation and dialogue, we strive to create a sense of belonging and shared purpose within our digital community.

2.3 Advocacy and Awareness

Social media offers HRM an influential channel for advocacy and awareness. The purpose is to raise awareness about humanitarian issues, share insights into the challenges faced by communities, and advocate for positive change. By leveraging social media, HRM can amplify its voice, influencing public opinion, policymakers, and the broader community.

2.4 Support Mobilisation

One of the key purposes of our social media presence is to mobilise support for HRM's initiatives. Through compelling storytelling, updates on ongoing projects, and calls to action, we seek to inspire individuals to contribute their time, resources, and advocacy efforts to further HRM's mission of providing relief to those in need.

2.5 Transparency and Accountability

HRM utilises social media as a means of fostering transparency and accountability. By sharing updates on our projects, outcomes, and financial stewardship, we aim to build

trust with our audience. Transparent communication through social media contributes to the credibility of HRM as a responsible and accountable humanitarian organisation.

2.6 Networking and Partnerships

Social media serves as a platform for networking, collaboration, and partnership building. The purpose is to connect with like-minded organisations, potential donors, and collaborators who share our commitment to humanitarian causes. Through these connections, HRM can amplify its impact and engage in mutually beneficial partnerships.

2.7 Real-Time Communication

Social media enables HRM to communicate in real time with our audience. The purpose is to provide timely updates during emergencies, share live coverage of events, and engage in immediate responses to inquiries. This real-time communication enhances HRM's agility in addressing emerging issues and keeping the community informed.

2.8 Amplifying Impact

HRM's social media presence serves the purpose of amplifying the impact of our humanitarian work. By showcasing success stories, sharing testimonials, and providing updates on the outcomes of our projects, we aim to demonstrate the tangible difference made through the support and contributions of our community.

2.9 Education and Empowerment

HRM utilises social media as a platform for education and empowerment. The purpose is to share information, resources, and knowledge related to humanitarian issues, encouraging informed discussions and empowering our audience to become advocates for positive change.

Through a clear understanding of the purpose of social media use, HRM aims to maximise the positive impact of its digital presence, engaging with the community, driving support for humanitarian causes, and contributing to a more informed and compassionate world.

3. Guidelines for Content Creation and Sharing

3.1 Accuracy and Truthfulness

Content shared on social media platforms by individuals associated with HRM must adhere to the highest standards of accuracy and truthfulness. Before posting any content, individuals are responsible for fact-checking, verifying information sources, and ensuring that the content reflects the current and correct state of affairs.

3.2 Respect for Privacy

Respecting the privacy of individuals, including beneficiaries, colleagues, and partners, is paramount. Individuals associated with HRM must exercise discretion when sharing content and avoid disclosing personal or confidential information without explicit consent. This includes refraining from sharing sensitive details about individuals' lives, medical conditions, or other private matters.

3.3 Appropriate Tone and Language

Maintaining a professional and respectful tone in all social media interactions is essential. Individuals representing HRM must use language that aligns with the organisation's values and principles. Offensive language, discriminatory remarks, and any form of harassment are strictly prohibited. Additionally, individuals should exercise cultural sensitivity and awareness when communicating online.

3.4 Crisis Communication

In the event of a crisis or emergency, only authorised individuals are allowed to communicate on behalf of HRM through social media. Information shared during crises should be accurate, consistent, and coordinated with HRM's official communications channels. Individuals are instructed to follow established crisis communication protocols and seek guidance from the designated crisis communication team.

3.5 Visual Content Guidelines

Visual content, including images and videos, must adhere to ethical standards. Individuals must obtain appropriate consent for the use of images, especially those featuring identifiable individuals. Images should be respectful and avoid portraying individuals in vulnerable or distressing situations without proper context and sensitivity.

3.6 Avoiding Misinformation

Individuals must be vigilant to avoid sharing misinformation or disinformation. Before sharing content related to HRM or humanitarian issues, individuals are encouraged to verify the authenticity of information and ensure that it comes from credible sources. HRM's commitment to truthfulness extends to preventing the inadvertent spread of inaccurate information.

3.7 Engaging Constructively

Social media interactions should be conducted in a constructive and positive manner. Individuals associated with HRM are encouraged to engage in meaningful conversations, respond to inquiries, and contribute to discussions that align with HRM's mission and values. Constructive engagement fosters a supportive online community.

3.8 Avoiding Political Affiliation

HRM, as a humanitarian organisation, maintains neutrality in political matters. Individuals associated with HRM must refrain from expressing personal political opinions on official HRM social media accounts. Personal political affiliations and opinions should be kept separate from HRM's online presence to ensure the organisation remains focused on its humanitarian mission.

3.9 Responsible Use of Hashtags

When using hashtags, individuals should ensure they are relevant to HRM's mission and campaigns. Care should be taken to avoid using controversial or trending hashtags that may not align with HRM's values or that could potentially lead to unintended consequences.

3.10 Monitoring and Responding

Individuals are responsible for monitoring comments, messages, and mentions on social media platforms related to HRM. Responding promptly to inquiries and addressing concerns in a professional manner contributes to maintaining a positive and engaged online community.

By adhering to these guidelines for content creation and sharing, individuals associated with HRM contribute to the creation of a responsible, ethical, and impactful social media presence that reflects the organisation's values and advances its humanitarian mission.

4. Use of Official HRM Accounts

4.1 Account Ownership

Official HRM social media accounts are owned and managed by HRM's designated communications team. Only authorised individuals, specifically trained for social media management, are granted access to these accounts. Unauthorised individuals are prohibited from creating official HRM social media accounts without proper approval from the communications team.

4.2 Account Access and Security

Access to official HRM social media accounts is restricted to authorised individuals who have undergone training in social media management. Authorised users are responsible for ensuring the security of their account credentials, including using strong, unique passwords, and regularly updating them. Multi-factor authentication is strongly encouraged to enhance account security.

4.3 Authorised Posting

Only individuals authorised by HRM's communications team are allowed to post content on official HRM social media accounts. This ensures consistency in messaging, alignment with HRM's values, and adherence to established content guidelines. Individuals posting on official accounts should be well-versed in the organisation's mission and social media policies.

4.4 Content Approval Process

A structured content approval process is in place for official HRM social media accounts. Before posting content, individuals must obtain approval from designated personnel within the communications team. This process ensures that all content meets the organisation's standards for accuracy, appropriateness, and alignment with HRM's mission.

4.5 Real-Time Monitoring

Official HRM social media accounts are subject to real-time monitoring by the communications team. Monitoring includes tracking engagement, responding to comments and messages, and promptly addressing any emerging issues. This ensures that official accounts remain active, responsive, and aligned with HRM's communication goals.

4.6 Crisis Communication Protocols

In times of crisis or emergency, specific protocols are activated for the management of official HRM social media accounts. Only individuals trained in crisis communication and designated by the communications team are authorised to communicate on behalf of HRM during crises. This ensures coordinated and accurate messaging.

4.7 Collaborative Content Creation

Content creation for official HRM social media accounts is a collaborative effort involving the communications team, program teams, and other relevant stakeholders. This collaborative approach ensures that content reflects the diverse aspects of HRM's work and maintains a cohesive and engaging narrative.

4.8 Reporting and Analysis

Regular reporting and analysis of social media metrics are conducted by the communications team. This includes monitoring engagement, reach, and the impact of social media campaigns. Insights from these reports inform future content strategies and contribute to the continuous improvement of HRM's social media efforts.

4.9 Collaboration with Other Departments

The communications team collaborates with other departments within HRM to gather information, insights, and updates for social media content. This collaborative approach ensures that social media accounts effectively represent the breadth and depth of HRM's humanitarian work.

4.10 Training for Authorised Users

Individuals authorised to manage official HRM social media accounts undergo specific training on social media best practices, HRM's communication guidelines, and crisis communication protocols. This training equips them with the skills and knowledge needed to responsibly and effectively manage HRM's digital presence.

By implementing these guidelines for the use of official HRM accounts, the organisation aims to maintain a professional, secure, and impactful presence on social media, consistent with its mission and values.

5. Personal Social Media Use

5.1 Disclosure of Affiliation

Individuals representing HRM on personal social media accounts should be transparent about their affiliation with the organisation. When discussing HRM-related matters or humanitarian issues, individuals are encouraged to include a disclaimer such as "Views expressed are my own" to clarify that their opinions are personal and may not necessarily reflect the official stance of HRM.

5.2 Confidential Information

Individuals must refrain from sharing confidential HRM information on personal social media accounts. This includes internal discussions, unpublished project details, and any sensitive organisational matters. Protecting the confidentiality of HRM's internal affairs is crucial for maintaining trust and safeguarding the organisation's integrity.

5.3 Avoiding Conflicts of Interest

Individuals associated with HRM should avoid engaging in activities on personal social media accounts that may create conflicts of interest with HRM's mission or harm the organisation's reputation. It's essential to consider how personal online activities may impact HRM's credibility and the public's perception of the organisation.

5.4 Alignment with HRM Values

While individuals have the right to express their personal opinions on social media, they are encouraged to consider how their online presence reflects on HRM's values. Posts

and interactions should be in line with HRM's commitment to humanitarian principles, respect for diversity, and promotion of positive social change.

5.5 Representing Personal Views

When expressing personal views on social media, individuals must clarify that they are sharing their own opinions and not speaking on behalf of HRM. This helps prevent any confusion regarding whether the expressed views represent the official position of the organisation.

5.6 Responsible Content Sharing

Individuals are responsible for the content they share on personal social media accounts. Before posting or sharing content related to HRM or humanitarian issues, individuals should ensure that the information is accurate, respectful, and aligns with HRM's values. Sharing content responsibly contributes to the overall positive reputation of HRM.

5.7 Avoiding Offensive Content

Individuals should exercise caution when posting content on personal social media accounts to avoid using offensive language, engaging in discriminatory behaviour, or sharing content that may be deemed inappropriate. It's important to uphold a professional and respectful online presence that reflects positively on both the individual and HRM.

5.8 Social Media Impact Awareness

Individuals are encouraged to be mindful of the potential impact of their personal social media activities on HRM's reputation and the broader humanitarian community. Awareness of the public nature of social media and its potential reach helps individuals make informed decisions about the content they share.

5.9 Separation of Personal and Professional

While individuals are encouraged to share their commitment to HRM's mission, they should be mindful of separating personal and professional content. Striking a balance between personal expression and professional representation helps maintain a clear distinction between an individual's private life and their association with HRM.

5.10 Compliance with Laws and Regulations

Individuals must ensure that their personal social media use complies with relevant laws and regulations, including but not limited to data protection laws, copyright laws, and laws related to defamation. Upholding legal standards in personal social media activities contributes to HRM's commitment to ethical behaviour.

5.11 Reporting Violations

If individuals become aware of any violations of this policy by others or have concerns about their own social media activities, they are encouraged to report such issues to HRM's designated point of contact. Reporting ensures that any potential violations can be addressed promptly and appropriately.

By adhering to these guidelines for personal social media use, individuals associated with HRM contribute to maintaining a positive online reputation for both themselves and the organisation, ensuring alignment with HRM's values and mission.

6. Compliance with Laws and Regulations

6.1 Legal Obligations

All individuals associated with Human Relief Mission (HRM) must adhere to relevant laws and regulations governing social media use. This includes but is not limited to data protection laws, copyright laws, defamation laws, and any other laws applicable in the context of online communication. Upholding legal standards is crucial for safeguarding HRM's reputation and ensuring ethical conduct.

6.2 Data Protection Laws

Individuals must be mindful of data protection laws, especially the General Data Protection Regulation (GDPR) and any applicable UK data protection legislation. When collecting, processing, or sharing personal data on social media platforms, individuals must ensure compliance with data protection principles, obtain necessary consents, and respect individuals' rights to privacy.

6.3 Copyright Compliance

Respecting copyright laws is paramount when using content on social media. Individuals should ensure that they have the right to use and share images, videos, and other materials. Proper attribution and compliance with licensing agreements are essential to avoid legal consequences and promote a culture of respect for intellectual property.

6.4 Defamation Laws

Individuals should exercise caution to prevent any potentially defamatory content on social media. Avoid making false statements that may harm the reputation of individuals, organisations, or HRM. Upholding honesty and accuracy in online communication helps prevent legal issues and protects HRM's credibility.

6.5 Adherence to Platform Policies

In addition to legal obligations, individuals must comply with the terms of service and community guidelines of the social media platforms they use. Each platform has its rules and policies, and individuals should be familiar with and follow these guidelines to prevent account suspension or other penalties.

6.6 Social Media Advertising Regulations

If HRM engages in social media advertising, individuals responsible for such activities must comply with relevant advertising regulations. This includes providing accurate information, avoiding false claims, and ensuring transparency about the nature of advertisements. Adherence to advertising standards helps maintain trust with the audience.

6.7 Monitoring Legal Developments

Individuals are encouraged to stay informed about changes in laws and regulations related to social media use. Regularly monitoring legal developments ensures that HRM's social media practices remain up-to-date and compliant with evolving legal standards.

6.8 Reporting Legal Concerns

If individuals become aware of any legal concerns or potential violations of laws and regulations related to social media use, they should promptly report such issues to HRM's designated legal contact. Timely reporting allows for swift action, investigation, and resolution of legal concerns.

6.9 Training on Legal Compliance

HRM provides training to individuals representing the organisation on social media to ensure awareness of legal obligations. Training covers topics such as data protection, copyright compliance, defamation prevention, and other legal aspects relevant to social media use.

6.10 Continuous Compliance Review

HRM conducts periodic reviews of its social media practices to ensure ongoing compliance with laws and regulations. This includes assessing changes in legal requirements, updating policies and procedures as needed, and providing additional training to address emerging legal considerations.

By prioritising compliance with laws and regulations, individuals associated with HRM contribute to the organisation's reputation as a responsible and ethical participant in the digital landscape.

7. Training and Education

HRM will provide training and resources to individuals representing the organisation on social media. This includes guidance on responsible use, understanding legal implications, and staying informed about changes in social media platforms.

7.1 Purpose of Training

The purpose of training and education within the context of HRM's Social Media Policy is to empower individuals associated with the organisation to navigate social media responsibly, ethically, and in alignment with HRM's mission and values. Training aims to enhance awareness of the potential impact of social media activities and equip individuals with the skills needed to represent HRM effectively online.

7.2 Data Protection Training

Given the importance of data protection, individuals handling social media accounts receive specific training on data protection laws, including the GDPR and relevant UK legislation. This training covers principles such as consent, data minimisation, and individuals' rights regarding their personal data. Training ensures that individuals are well-informed about their responsibilities in handling personal information on social media.

7.3 Platform-Specific Guidance

As social media platforms evolve, individuals receive platform-specific guidance to stay abreast of best practices, new features, and changes in algorithms. Training covers optimisation strategies, engagement techniques, and guidelines for utilising each platform to maximise the impact of HRM's social media presence.

7.4 Responsible Content Creation

Training emphasises the principles of responsible content creation, including accuracy, transparency, and alignment with HRM's values. Individuals learn to apply ethical considerations when crafting messages, sharing visuals, and engaging with the audience. This ensures that HRM's online presence reflects authenticity and integrity.

7.5 Legal Compliance Awareness

Individuals undergo training to raise awareness of legal considerations related to social media use. This includes understanding data protection laws, copyright compliance, defamation prevention, and adherence to platform policies. Training helps individuals recognise potential legal risks and adopt practices that safeguard HRM from legal challenges.

7.6 Cultural Sensitivity Training

Given HRM's global reach, individuals receive training on cultural sensitivity and awareness. This training ensures that social media content is respectful of diverse cultures, traditions, and perspectives. Understanding cultural nuances is essential for maintaining a positive and inclusive online environment.

7.7 Periodic Refresher Courses

HRM conducts periodic refresher courses to reinforce key concepts and update individuals on any changes in social media best practices, legal requirements, or organisational policies. Refresher courses are designed to keep individuals informed and engaged, fostering a culture of continuous learning.

7.8 Assessment and Certification

Upon completion of training, individuals may undergo assessments to evaluate their understanding of the content covered. Certification processes provide formal recognition of individuals who have successfully completed social media training, highlighting their readiness to represent HRM online responsibly.

7.9 Continuous Improvement Feedback

HRM encourages individuals to provide feedback on training programs, suggesting areas for improvement or additional topics of interest. This feedback loop ensures that training remains relevant, effective, and responsive to the evolving needs of individuals associated with HRM.

By prioritising training and education, HRM fosters a culture of responsible social media use, where individuals are equipped with the knowledge and skills necessary to uphold HRM's values and effectively contribute to the organisation's mission through online engagement.

8. Reporting Violations

Any violations or concerns related to this Social Media Policy should be reported to the designated HRM point of contact, who will initiate appropriate investigations and actions.

8.1 Importance of Reporting

Reporting violations is a crucial aspect of maintaining the integrity and effectiveness of HRM's social media practices. It encourages a culture of transparency, accountability, and continuous improvement. Individuals associated with HRM are encouraged to promptly report any concerns or violations related to social media use to ensure swift resolution and prevent potential harm to HRM's reputation.

8.2 Reporting Channels

HRM establishes clear and accessible reporting channels for individuals to express concerns or report potential violations. These channels may include designated email addresses, a confidential reporting platform, or a designated contact person within HRM. The reporting process is designed to respect the confidentiality of the reporter and facilitate a timely response.

8.3 Types of Violations

Individuals are encouraged to report a range of violations, including but not limited to:

- Breaches of data protection laws.
- Posting inaccurate or misleading information.
- Violations of platform-specific guidelines.
- Inappropriate use of HRM's official accounts.
- Violations of HRM's content creation guidelines.
- Unethical or offensive behaviour on personal social media accounts.

8.4 Anonymous Reporting

HRM recognises the importance of providing an option for anonymous reporting. Individuals may choose to report violations without revealing their identity, fostering an environment where individuals feel secure in reporting concerns without fear of retaliation. Anonymous reporting is facilitated through the designated reporting channels.

8.5 Whistleblower Protection

HRM is committed to protecting individuals who report violations in good faith. Whistleblowers who come forward with genuine concerns are shielded from any form of retaliation. HRM takes measures to ensure the confidentiality of the reporter and prohibits any adverse actions against individuals reporting violations.

8.6 Investigation Process

Upon receiving a report, HRM initiates a thorough and impartial investigation to assess the validity of the concerns raised. The investigation process may involve collaboration with relevant departments, legal advisors, or external experts as needed. The goal is to gather all relevant information and take appropriate actions to address the reported violations.

8.7 Communication of Findings

Once an investigation is concluded, HRM communicates the findings to the appropriate parties. This may include the individual who reported the violation, relevant stakeholders, and, when necessary, the public. Transparency in communicating the outcomes of

investigations underscores HRM's commitment to accountability and responsible social media practices.

8.8 Corrective Actions

In cases where violations are substantiated, HRM takes corrective actions to address the issues identified. Corrective actions may include additional training, policy updates, disciplinary measures, or any other measures deemed appropriate to prevent the recurrence of similar violations.

8.9 Continuous Improvement

Reports of violations contribute to HRM's commitment to continuous improvement. Patterns or trends identified through reporting mechanisms inform updates to policies, training programs, and social media practices. The organisation views each reported violation as an opportunity to enhance its social media governance and adherence to best practices.

8.10 Protection of Whistleblower Identity

HRM takes measures to protect the identity of whistleblowers throughout the reporting and investigation process. Maintaining the confidentiality of whistleblowers is essential to encourage open reporting and ensure that individuals feel secure in bringing forward concerns without fear of retribution.

8.11 Acknowledgment and Appreciation

HRM acknowledges and appreciates the contributions of individuals who report violations or concerns. The organisation recognises the importance of a vigilant community in upholding ethical standards and maintaining the trust of stakeholders.

By establishing a robust reporting mechanism, HRM demonstrates its commitment to accountability, transparency, and continuous improvement in the realm of social media use.

9. Review and Updates

This Social Media Policy will be reviewed periodically to ensure its relevance and effectiveness. Updates will be made as necessary to address changes in social media platforms, laws, or organisational practices.

9.1 Purpose of Review

The review and updates section serves as a mechanism for ensuring that HRM's Social Media Policy remains current, effective, and aligned with the evolving landscape of social media, as well as changes in laws, regulations, and organisational priorities.

Regular reviews are conducted to assess the policy's relevance and identify opportunities for enhancement.

9.2 Regular Review Schedule

HRM establishes a regular review schedule for the Social Media Policy. This schedule outlines specific intervals at which the policy will be comprehensively reviewed, taking into account factors such as changes in social media platforms, emerging legal considerations, and organisational developments. The schedule ensures proactive governance of HRM's social media practices.

9.3 Stakeholder Involvement

The review process involves collaboration with relevant stakeholders, including social media managers, legal advisors, communication experts, and representatives from different departments within HRM. By engaging a diverse group of stakeholders, HRM gains valuable insights and perspectives that contribute to a comprehensive and well-informed review.

9.4 Emerging Social Media Trends

The review considers emerging social media trends and technologies. As the digital landscape evolves, HRM assesses the impact of new features, functionalities, and trends on its social media practices. This ensures that the organisation remains adaptable and leverages the latest tools to maximise the effectiveness of its online presence.

9.5 Legal and Regulatory Updates

Changes in laws and regulations governing social media use are monitored closely. The review process includes an assessment of any updates to data protection laws, copyright regulations, defamation laws, and other relevant legal considerations. Ensuring compliance with the latest legal standards is integral to the policy's effectiveness.

9.6 Feedback Mechanisms

HRM establishes feedback mechanisms to solicit input from individuals associated with the organisation. Feedback may be gathered through surveys, focus groups, or other means to gauge the practical application of the policy and identify areas for improvement. Input from the social media community within HRM contributes to the policy's effectiveness.

9.7 Incorporating Best Practices

The review process incorporates best practices in social media governance. HRM stays informed about industry standards, benchmarks, and successful practices adopted by

other organisations. By benchmarking against best practices, the organisation ensures that its policy reflects a commitment to excellence in social media management.

9.8 Training Needs Assessment

The review assesses the effectiveness of existing training programs and identifies any new training needs. As social media platforms and user behaviours change, HRM ensures that individuals representing the organisation receive the training necessary to navigate the evolving landscape responsibly and ethically.

9.9 Policy Document Updates

Based on the findings of the review, updates to the Social Media Policy are made as needed. This includes revisions to language, the incorporation of new guidelines, and adjustments to reflect changes in social media usage patterns. The policy document is updated to serve as a comprehensive guide for individuals associated with HRM.

9.10 Dissemination of Updates

Once updates are made, HRM communicates the changes to all relevant stakeholders. This may involve providing updated policy documents, conducting training sessions on revised guidelines, and disseminating information through internal communication channels. Clear communication ensures that individuals are aware of and understand the latest policy updates.

9.11 Continuous Improvement Culture

The review and updates process fosters a culture of continuous improvement in HRM's social media governance. It emphasises the organisation's commitment to staying at the forefront of social media practices, adapting to change, and proactively addressing challenges to maintain a positive and impactful online presence.

By institutionalising a robust review and updates mechanism, HRM demonstrates its dedication to responsible social media management and the ongoing enhancement of its policy to meet the dynamic needs of the digital landscape.