Social Media Policy

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Owner: Knowledge Hub

Policy Name	Social Media Policy	
Policy Owner	Carol Smithyes, Knowledge Hub	
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Last Reviewer	Jo Simon and Sarah Ockenden, Executive Committee	
Associated Policies		

Contents

1. Introduction

This Policy provides guidance to Itad staff on the responsible, safe and effective use of social media. Its purpose is to protect both Itad and our colleagues, while also encouraging staff to use social platforms in ways that amplify our work, share learning, and engage with diverse professional communities.

Social media changes rapidly; this Policy will evolve as needed. It should be seen as a set of guardrails, not strict limits. All staff should read and understand this Policy and seek advice from the Knowledge and Communications Manager with any questions.

This Policy applies to all forms of social media on any device.

2. Why Social Media Matters at Itad

Social media is a valuable tool for sharing evidence, insights and learning across the fields in which we work, including evaluation, public policy, climate and environment, private sector engagement, digital transformation, governance, health, equity and more. When used thoughtfully, it can:

- amplify the impact of our work
- increase visibility of our expertise
- support professional growth
- strengthen relationships with clients, partners and sector peers
- inform public and policy dialogue
- showcase Itad's values and culture

Itad positively encourages colleagues to develop a confident, responsible online presence. To support this, staff can access our internal LinkedIn professional development workshops, resources and refresher sessions.

3. Definitions

In this policy:

Identifiable Personal Use refers to the use of social media where an individual can be identified as an Itad staff member (e.g. through bios, posts, photos or interactions).

Itad staff includes full-time, part-time and fixed-term employees, apprentices, temporary staff, and agency workers.

Content refers to text, images, audio or multimedia created for sharing on social media.

4. Itad-owned social media accounts

Itad currently operates:

- BlueSky – @itadltd.bsky.social
- LinkedIn - @Itad

These accounts are managed by the Knowledge Hub. They are used to:

- promote Itad's insights, learning and achievements
- showcase staff, culture, expertise and global networks

- support collaboration with partners, clients and peers
- share opportunities, publications, events and thinking
- amplify conversations across multiple sectors

Staff are encouraged to engage by resharing posts, commenting professionally, or suggesting content to the Knowledge Hub team.

5. Professional use of social media

When representing Itad, staff must:

- behave consistently with all HR and Safeguarding policies
- accurately describe themselves and their affiliation
- share content grounded in evidence and professional expertise
- respect confidentiality obligations, including those relating to client work, commercial sensitivity and project restrictions across all markets

6. Opinion disclaimers

If you identify yourself as an Itad employee on your profile, include a disclaimer such as:

- "Opinions are my own"
- "Views expressed here are personal"

However, disclaimers do not exempt staff from this Policy or other obligations.

7. Personal use of social media

Itad does not interfere with personal social media use. However, staff must remain aware that:

- personal content can impact perceptions of Itad
- content can impact your visa application outcomes (e.g. if posts criticize government officials, contain inconsistencies with the visa application, or include politically sensitive content)
- screenshots, context collapse or re-sharing may amplify posts beyond intended audiences
- discretion should be used when posting about work, travel or colleagues
- privacy settings should be regularly checked (See privacy settings guidance for BlueSky, LinkedIn, and X/Twitter)
- Staff are personally responsible for all content they publish.

8. Rules for using social media

8.1 What You *Should* Do

- Share publicly available, accurate and helpful content
- Identify yourself as Itad staff when relevant
- Uphold Itad's values in all interactions
- Respect confidentiality and contractual obligations
- Follow platform Terms of Use
- Ask the Knowledge Hub for support when unsure
- Use social media as an opportunity to contribute positively to sector conversations

8.2 What You *Must Not* Do

- Post offensive, discriminatory, defamatory or harassing material
- Share confidential or restricted project information
- Misrepresent your expertise or role
- Post content that could harm Itad's reputation or violate laws
- Use Itad logos without approval
- Impersonate colleagues or stakeholders
- Share explicit, unsafe or unlawful content
- Reveal personal data about clients, participants or colleagues

9. Using images/video/audio

Staff must follow the *Itad Guidelines on Sourcing and Using Images Ethically and Legally*, with special attention to:

- obtaining informed consent
- avoiding misrepresentation or harm
- protecting vulnerable groups
- respecting copyright and licensing
- not revealing locations or identities without permission

10. Best practice for effective and positive engagement

To develop a strong professional presence:

- Share insights, learning, and evidence from your area of expertise
- Engage respectfully and constructively in conversations
- Amplify key messages from partners and clients where appropriate
- Celebrate achievements, publications and events
- Be accurate, timely and relevant
- Understand that social media posts may be permanent
- Keep professional and personal identities respectful and coherent
- For support, see Itad's training materials

11. Staff working or travelling overseas

When working abroad:

- consider local political, cultural and legal sensitivities
- avoid real-time posting that could reveal your location or create risk
- avoid commentary on politically sensitive topics in countries with restrictive laws
- do not geo-tag posts or check in from project locations
- stay aware of client requirements and host-country regulations

Find out more about staying safe on social media while travelling (access via Itad M-Files).

12. Keeping your social media account safe

- Use strong, unique passwords
- Enable two-factor authentication
- Review third-party app access

- Beware phishing or impersonation attempts
- Protect your mobile device

13. Breach of this Policy

Non-compliance with this Policy may result in disciplinary action. The severity will depend on the context, risk and intent.

14. Responsibilities

Itad's Executive Committee oversees this Policy. Day-to-day implementation is delegated to:

- Head of Human Resources
- Head of Safeguarding
- Knowledge and Communications Manager

15. Managing and reporting concerns

Report breaches or concerns to:

- **exco@itad.com**
- **communications@itad.com**

For anonymous reporting: **reportingconcerns@itad.com**

Staff should not respond individually to online controversies involving Itad.

16. One-Minute Guide (Summary)

Five things you *can* do

- Share insights, learning and achievements
- Build your professional presence
- Engage respectfully with networks
- Use LinkedIn and BlueSky to amplify our work
- Ask the Knowledge Hub for support

Five things you *should avoid*

- Sharing confidential project info
- Posting anything offensive or discriminatory
- Misrepresenting your expertise
- Posting identifiable images without consent
- Engaging in online arguments