



SCS Social Media Policy

INTRODUCTION:

The Society of Cosmetic Scientists (SCS) realises the value and importance of social media for promoting its range of activities and membership benefits. We also recognise the growing influence of social media and its widening scope. The SCS has implemented the following social media policy to help our media volunteers* understand and adhere to standard responsible social media practices, put in place to protect the SCS as a whole.

An SCS media volunteer may be requested to contribute online, create a blog, or participate in an online social network chosen by the SCS, primarily including, but not exclusively limited to, LinkedIn, Twitter, Facebook and Instagram. The SCS also approves selected media agency and other third-party personnel to post on social media platforms on its behalf to an agreed programme of content, when required. Separate guidelines specifically for employees of the SCS can be found in the employee handbook.

POLICIES FOR SOCIAL MEDIA VOLUNTEERS:

1. Administration rights for any official SCS social media platform are to be held and managed by the Secretariat. Passwords and log-in details are to be shared with media volunteers (and agency personnel) at the discretion and under the co-ordination of the Secretariat and must not be shared with any unauthorised parties.
2. Any time you participate in social media, you are posting on your own behalf unless expressly requested by the SCS to post on its behalf.
3. Always adhere to copyright standards and respect the intellectual property of others when utilising social media platforms or other online publishing forms.
4. Do not, under any circumstances, disclose any personal information about SCS members or its employees.
5. Do not disclose confidential information you may be aware of about the SCS or its practices.
6. Any rumors, slander, or confidential information shared via social media may have a significant negative impact on the SCS and its reputation. Legal action may be brought against the individual responsible for the publication of such information.
7. No volunteer shall at any time share anything with via social media that may be considered inappropriate or fall under the category Not Suitable for Work, known online as NSFW. This includes items of a sexual, profane, or excessively violent nature. These have no place and disciplinary action may occur.

8. Remember that, as a volunteer, you are an ambassador for the SCS, and your manner in all situations, including online, should reflect that in a positive way.
9. Always respect your audience. In every situation, use social media as a respectful tool to share ideas and information. Be especially mindful when dealing with sensitive subjects such as politics and religion.
10. Share content intelligently. If you publish an item professionally, you may help to strengthen the community of the SCS. Make sure what you publish is helpful, valuable, and promotes the principal aims of the SCS.
11. Protect your privacy. Always think twice before posting, and remember that what you share may remain in the public domain for a long time afterwards. Make sure you are protecting your own privacy and that of the SCS.
12. Volunteers are urged to be security conscious when using social media and to take appropriate steps to protect themselves, for example by placing privacy settings at a high level, avoiding phishing attacks, spam, scams and malicious attacks, creating secure passwords and restricting the amount of personal information given out. In case of any known security breach/attack which may affect the SCS, then the General Secretary should be informed immediately.

ACCEPTANCE:

I confirm that I have read this Social Media Policy and understand all policies contained therein. I will uphold the standards set forth in this document and will maintain appropriate and professional conduct when accessing social media.

Name: _____

Title: _____

Signature: _____

Date: _____

*Any individual participating in social media on behalf of the SCS in an unpaid, voluntary capacity whether they are members or non-members of the SCS.