

SOCIAL MEDIA AND INTERNET USE POLICY

Clinical Psychology & Employee Wellbeing Practice

1. Purpose

This policy provides guidance on the responsible use of the internet and social media by all staff and associates of the Origami Group. It ensures that our online activity upholds client confidentiality, professional ethics, and the reputation of our practice.

2. Scope

This policy applies to all employees, associates, contractors, and volunteers of the Origami Group when using the internet and social media, whether during work hours, outside work hours, on practice premises, remotely, or using personal devices.

3. Principles

- Maintain professional boundaries online, consistent with the ethical standards of regulatory bodies such as BACP, UKCP, HCPC, or relevant affiliations.
- Protect client confidentiality and avoid any posts or interactions that could identify or reference clients, even in anonymised form.
- Uphold the reputation, values, and integrity of the Origami Group in all online activities.
- Use the internet and social media in ways that are lawful, respectful, and in accordance with this policy.

4. Professional Conduct Online

- Do not accept friend or follower requests from current or former clients on personal social media accounts.
- Avoid discussing therapy, clinical opinions, or client matters on public forums or blogs.
- Do not engage in political, religious, or controversial discussions on professional social media accounts unless clearly aligned with the practice's mission and values.
- Refrain from criticising colleagues, professional bodies, or clients in any online medium.

5. Use of Practice Social Media Accounts

- Only authorised staff may post on behalf of the Origami Group using official accounts.
- Content must be respectful, accurate, and consistent with our services and brand identity.
- Marketing posts (e.g., promoting services, workshops, or resources) must not include client testimonials or any form of personal endorsement that breaches confidentiality or advertising standards.
- Social media content should never provide direct clinical advice or imply a therapeutic relationship.

6. Personal Use of Social Media and Internet

- Staff may access personal social media during breaks but must avoid excessive use during work hours.
- Personal views expressed online must include a disclaimer if there is any risk of association with the Origami Group (e.g., "The views expressed are my own and do not reflect those of my employer.")
- Staff must avoid sharing confidential, defamatory, or sensitive information about the practice, clients, colleagues, or partners.

7. Internet Use at Work

- Internet use must be appropriate, professional, and related to work activities.
- Accessing or distributing inappropriate, illegal, or offensive content is strictly prohibited.
- Downloading unauthorised software or content that may compromise IT security is not permitted.

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8. Data Protection and Confidentiality

- All internet and social media use must comply with UK GDPR and the practice's Data Protection Policy.
- Never share identifiable client information or case studies on any platform without explicit written consent and anonymisation, subject to clinical appropriateness.

9. Breach of Policy

- Breaches of this policy may result in disciplinary action and, where appropriate, referral to professional regulatory bodies.
- Serious violations may lead to termination of employment or contracts.

10. Review

This policy will be reviewed annually, or in response to changes in legislation, clinical guidance, or social media practices.

Policy Version: 1.0

Approved by: Amy Stoddard-Ajayi

Role: CEO and Founder

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