

WEST LIMERICK INDEPENDENT LIVING CLG

Digital Communications & Social Media Policy

Policy Reference	WLILP39
Category	Operational Policies — Communications & Data Protection
Version	2.0 (cross-referenced, consent form corrected)
Status	APPROVED — by the Board of Directors on 9 October 2026
Supersedes	WLILP39 - Digital Communications & Social Media Policy
Policy Owner	Board of Directors, West Limerick Independent Living CLG
Applies To	All employees, volunteers, and representatives of West Limerick Independent Living CLG ("WLIL")
Related Policies	WLILP7A-D - Data Protection Policy suite; WLILP8 - Safeguarding Vulnerable Persons at Risk of Abuse Policy; WLILP17 - Consent Policy; WLILP29 - Information Systems and Cloud Access Control Policy; WLILP47 - Confidentiality and Information Sharing Policy; WLILP5 - Code of Standards and Behaviour
Review Cycle	Annually, or following significant changes to social media platforms, legislation, or WLIL's digital strategy

1. Purpose & Scope

The purpose of this policy is to provide clear guidance on the appropriate and responsible use of digital communications and social media by employees, volunteers, and representatives of WLIL. This policy applies to all forms of digital communication, including email, messaging platforms, WLIL's official website, and social media platforms (for example Facebook, TikTok, X, Instagram, LinkedIn). It ensures compliance with Irish legislation and protects WLIL's reputation, confidentiality, and service user rights.

2. Legislative & Regulatory Framework

- Data Protection Act 2018 and GDPR (EU 2016/679) — see WLILP7A - Data Protection Policy for WLIL's full data protection framework
- Defamation Act 2009
- Employment Equality Acts 1998 to 2015
- Equal Status Acts 2000 to 2018
- Safety, Health and Welfare at Work Act 2005
- HIQA and HSE standards on confidentiality and professionalism
- WLILP5 - Code of Standards and Behaviour

3. Policy Statement

WLIL supports the use of digital communications and social media for organisational, recruitment, and community engagement purposes. However, staff and representatives must use these platforms responsibly, professionally, and in ways that do not compromise confidentiality, data protection, or WLIL's reputation. Misuse of digital communications or social media will be treated as a disciplinary matter.

4. Procedures

4.1 Professional Use

- Only authorised staff may post on official WLIL social media accounts or website
- All content must reflect WLIL's values and policies

4.2 Personal Use

- Staff must not use personal social media to share confidential or sensitive information about WLIL, colleagues, or clients
- Personal posts must not bring WLIL into disrepute

4.3 Confidentiality

- Photographs, videos, or references to clients must never be shared without written consent, obtained using Appendix C, and in line with WLILP17 - Consent Policy and WLILP47 - Confidentiality and Information Sharing Policy
- Staff must use WLIL email accounts for official business and maintain professionalism in all communications

4.4 Safeguarding

- Social media interactions with service users should be avoided unless authorised for specific projects
- Inappropriate contact with service users via social media is prohibited, and any concern should be raised in line with WLILP8 - Safeguarding Vulnerable Persons at Risk of Abuse Policy

4.5 Cybersecurity

- Staff must follow WLILP29 - Information Systems and Cloud Access Control Policy
- Phishing and malicious emails must be reported immediately

4.6 Monitoring & Compliance

- WLIL reserves the right to monitor official digital communications and social media channels
- Breaches of this policy may result in disciplinary action, up to and including dismissal

5. Roles & Responsibilities

- All Staff — use digital communications and social media responsibly and in line with this policy
- Managers — monitor staff compliance and approve official content for publication
- Communications Officer, or other designated staff — manage WLIL's official social media accounts
- Board of Directors — provide oversight and approve organisational strategy for digital communications

“Communications Officer” is not a role that has been confirmed as existing elsewhere in WLIL's policy set or governance documents reviewed in this engagement. WLIL should confirm whether this is a distinct role, or whether this responsibility should instead be assigned to an existing role, such as the Service Coordinator or Administrator, before this policy is finalised.

6. Training & Awareness

All staff will receive training on digital communications, confidentiality, and social media use during induction. Refresher training will be provided periodically to ensure compliance with best practice.

7. Review

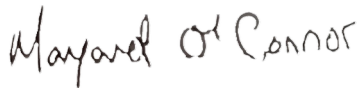
This policy will be reviewed annually, or following significant changes to social media platforms, legislation, or WLIL's digital strategy.

This policy reflects the legislation listed in Section 2, checked as accurate as of drafting. It is not a substitute for legal advice.

Approval

Approved by the Board of West Limerick Independent Living CLG on 9 October 2026.

Signed on behalf of the Board, on its instruction, by the General Manager:



Margaret O'Brien O'Connor, General Manager

Date signed: 09-10-2026

Appendix A — Digital Communications Guidelines

- Always maintain a professional tone in emails and online communication
- Do not forward chain emails or inappropriate content
- Ensure subject lines and messages are clear and respectful
- Respond to official messages within reasonable timeframes

Appendix B — Social Media Guidelines

- Do not post confidential information
- Obtain consent before sharing any content involving staff or clients
- Avoid engaging in arguments or negative interactions online
- Use WLIL branding and messaging consistently on official channels

Appendix C — Consent Form for Media Use

This form must be completed before any photograph, video, or quote of a service user is used on WLIL's website, social media, or other digital platform.

I hereby give consent for WLIL to use the photograph/video/quote described below on official digital platforms, including the website and social media:

Description of photograph/video/quote and where it will be used:

Section 1 — Consent Given By

- ☐ The person themselves, giving their own consent
- ☐ A parent or legal guardian, on behalf of a service user who is a child
- ☐ A Decision-Making Assistant, Co-Decision-Maker, or Decision-Making Representative, appointed under the Assisted Decision-Making (Capacity) Act 2015, on behalf of a service user who lacks capacity to give this consent themselves

Name of person giving consent: _____

If consenting on behalf of another person, name of that service user:

If consenting on behalf of another person, relationship or legal basis (e.g. parent, Decision-Making Representative): _____

Section 2 — Right to Withdraw

This consent may be withdrawn at any time by contacting WLIL. Withdrawing consent will not affect any use of the material that already took place before the withdrawal was received, but WLIL will remove the material from platforms it directly controls as soon as practicable after a withdrawal request.

Signature: _____

Date: _____

Witness (WLIL staff member): _____

Appendix D — Staff Acknowledgement Form

I acknowledge that I have read and understood the WLIL Digital Communications & Social Media Policy. I agree to comply with its requirements and understand that breaches may result in disciplinary action.

Name: _____

Signature: _____

Date: _____