

---

# Social Media Policy

July 2026

---

## Purpose:

This Social Media Policy sets out the standards expected of all individuals and organisations participating in the SER Certification Scheme when using social media platforms. It is intended to protect the integrity, reputation and credibility of the Scheme, its Approved Bodies, Certifiers, Verifiers, Applicants and stakeholders.

Social media includes, but is not limited to, LinkedIn, X (Twitter), Facebook, Instagram, YouTube, TikTok, blogs, forums, podcasts, messaging platforms and any other public online channel. This policy applies to all individuals and organisations participating in, representing, administering or communicating about the SER Certification Scheme, including Approved Bodies, Certifiers, Verifiers, Applicants, assessors, committee members, employees, contractors and any other person acting on behalf of, or in connection with, the Scheme.

## Principles for Responsible Social Media Use

When engaging on social media, and where your profile, role, content or comments identify you or could reasonably be understood as associating you with the SER Scheme, an Approved Body or a certified individual, you must adhere to the following principles:

### 1. Uphold Professional Standards

Individuals associated with the SER Scheme must maintain high standards of professionalism and integrity in all online communications connected with the Scheme, the profession or scheme-related activity.

- Ensure comments and posts reflect positively on the profession and the Scheme.
- Be clear about whether opinions expressed are personal or represent your employer, Approved Body or SER, and do not present personal views as official Scheme positions unless authorised to do so.
- Do not imply endorsement by SER unless specifically authorised.
- Consider maintaining separate personal and professional accounts where appropriate.

## Certified Compliance.

Individuals must not use social media to promote private commercial interests, services, appointments or affiliations in a way that could imply SER endorsement, create a conflict of interest or compromise the perceived independence of the Scheme. Any actual or perceived conflict should be declared and managed in accordance with the relevant SER or Approved Body procedures.

### 2. Respect Copyright and Intellectual Property

All copyright, intellectual property and licensing requirements must be respected.

- Only share content, images, graphics, reports or documents where you have the necessary permissions.
- Do not reproduce or distribute SER materials, assessment documents, guidance, training content or publications without appropriate authorisation.
- Always acknowledge sources where required.

### 3. Ensure Accurate and Evidence-Based Communication

Information shared publicly should be accurate, truthful and capable of being substantiated.

- Verify facts before posting or sharing content.
- Correct inaccuracies promptly if they are identified.
- Avoid speculation or commentary that could mislead stakeholders or damage confidence in the Scheme.
- If uncertain about the accuracy of information, do not publish it.

### 4. Protect Confidentiality and Data Privacy

Confidentiality obligations continue to apply in all online environments.

- Do not disclose confidential information relating to applicants, certifiers, verifiers, Approved Bodies, audits, assessments, appeals, complaints or investigations.
- Do not share personal data without appropriate consent and a lawful basis for doing so.
- Do not identify clients, projects, suppliers, partners or third parties without their permission.
- Comply with UK GDPR and applicable data protection legislation at all times.

### 5. Communicate with Respect and Professionalism

Social media interactions should be courteous, constructive and respectful.

- Treat all individuals with dignity and respect, even where opinions differ.
- Avoid offensive, discriminatory, defamatory, intimidating or abusive language.
- Focus on facts and professional discussion rather than personal criticism.

## Certified Compliance.

- If a post may be viewed as provocative, inflammatory or damaging, reconsider whether it should be published.

Individuals must not respond on behalf of SER, the Scheme or an Approved Body to journalists, public commentators, regulators or other external parties through social media unless authorised to do so. Media enquiries, public allegations or high-profile criticism relating to the Scheme should be referred promptly to the appropriate SER contact or designated spokesperson.

## 6. Use of Official SER and Approved Body Accounts

Official scheme-related social media accounts must be appropriately authorised and managed.

- No individual may establish an official SER or Approved Body social media account without approval from the relevant authority.
- Account administrators must ensure content is accurate, professional and aligned with SER policies and objectives.
- Access credentials must be securely managed, limited to authorised users, reviewed regularly and transferred or revoked promptly when responsibilities change.
- Any misuse, security breach or unauthorised account activity must be reported immediately.

Where social media activity relates to SER, the Scheme, an Approved Body or scheme-related work, and there is uncertainty about whether content is appropriate, approval should be sought before publication from the relevant line manager, Approved Body lead, SER Scheme contact or other designated authority. Concerns about posts, account misuse, inaccurate information, confidentiality breaches or reputational risk must be escalated promptly through the relevant SER governance or reporting route.

## Breaches of this Policy

Failure to comply with this policy may result in investigation and proportionate action under the SER Scheme Rules, Approved Body requirements, Code of Conduct, disciplinary procedures or other applicable governance arrangements. Depending on the seriousness of the breach, this may include requiring the removal or correction of content, withdrawal of authorisation to operate official accounts, referral to an Approved Body or employer, suspension of scheme-related privileges, or other action permitted under the relevant governance framework.

Where a post or social media exchange could cause significant reputational, legal, regulatory, confidentiality or data protection risk, individuals must not engage further online unless authorised. Screenshots or records should be preserved where appropriate, and the matter should be escalated immediately through the relevant SER or Approved Body route.

Certified Compliance.

### Guidance

When in doubt, apply the following simple test before posting:

Is it professional, accurate, respectful, lawful and appropriate for public viewing?

If the answer to any of these questions is “no” or “unsure”, the content should not be published until further advice has been sought.

