



**Advance  
Union**

# SOCIAL MEDIA POLICY



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**[www.advance-union.org](http://www.advance-union.org)**



# Advance Union

## SOCIAL MEDIA POLICY



### PURPOSE:

This policy outlines the guidelines for Advance Union's use of Social Media platforms. It aims to ensure that our online communications align with our mission, values, professional standards and Santander UK's Social Media policy.

### SCOPE:

This policy applies to all Advance Union employees and representatives (at all levels) who use Social Media platforms on behalf of the Union or who make reference to Advance Union on personal platforms.

### PRINCIPLES:

- **Ethical Conduct:** All Social Media communications must adhere to the highest ethical standards.
- **Accuracy:** Information shared on Social Media platforms must be accurate, truthful, and up to date.
- **Respect:** We must treat all individuals with respect, regardless of their

opinions or beliefs.

- **Privacy:** We must protect the privacy of individuals and comply with GDPR and all relevant Data Protection laws.
- **Professionalism:** Our Social Media presence should project a professional and positive image of Advance Union.
- **Adherence to Santander UK's Social Media Policy:** All Social Media communications must comply with Santander UK's Social Media policy.

### GUIDELINES:

- 1 **Official Accounts:** Only authorised individuals may manage official Advance Union Social Media accounts.
- 2 **Personal Accounts:** Employees, representatives and members should exercise caution when using personal Social Media accounts to discuss Advance Union matters. Avoid making statements that could be misinterpreted or reflect negatively on the Union. No statements relating to Advance

Union which appear on personal accounts should be presented as being the Union's official position on any issue.

### 3 Content:

- **Relevant Content:** All members are encouraged to share content that is relevant to Advance Union's mission and goals.
- **Avoid Controversial Topics:** Members should refrain from posting content that is highly controversial or offensive when their relationship with the union is clearly compromised.
- **Third-Party Content:** When sharing content from third-party sources, ensure that it is accurate and aligns with our values and those set in Santander UK's Social Media policy.
- 4 **Engagement:**
- **Avoid Arguments:** Engage in constructive discussions and avoid getting involved in personal attacks or arguments.
- **Legal Compliance:** Adhere to all applicable laws and regulations,

including Copyright, Trademark and Data Protection legislation, in addition to Santander UK's Social Media policy.

### CONSEQUENCES:

Failure to comply with this policy or Santander UK's Social Media policy may result in or action under Advance's Complaints Procedure

### REVIEW AND UPDATES:

This policy will be reviewed annually and updated to ensure that it reflects changes in (A) the legislation governing Social Media platforms, (B) best practices for Social Media platforms and (C) Santander UK's Social Media policy.

By following these guidelines, Advance Union can effectively use Social Media to communicate with our members, promote our mission, and build a positive online presence whilst ensuring compliance with Santander UK's Social Media policy.



Your Voice at Work!

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