



PATHWAYPIXEL

GAMING WITH PURPOSE. EMPOWERING NEURODIVERSE JOURNEYS

PathWayPixel Social Media Policy

Introduction

At PathWayPixel, we acknowledge the importance of social media in today's connected world. Social media platforms can be a great way to connect with our community, promote our services, and share valuable content. However, it's essential that all staff, mentors, and clients understand the boundaries of social media use, especially concerning confidentiality, safeguarding, and professionalism.

This policy outlines our expectations for using social media in relation to PathWayPixel, including the use of personal and business accounts, and the protection of client privacy.

Purpose

The purpose of this policy is to:

- Protect the reputation of PathWayPixel, staff, clients, and the community.
 - Ensure that social media use aligns with safeguarding, confidentiality, and professional ethics.
 - Clarify the responsibilities of staff, mentors, and clients in relation to social media use.
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Scope

This policy applies to:

- All employees, mentors, and contractors of PathWayPixel.
- Clients of PathWayPixel, and their families or guardians, who may interact with staff through social media.

- Any social media accounts related to PathWayPixel (e.g., business Instagram, Twitter, Discord) and any private social media accounts of staff or mentors that involve work-related matters.
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General Guidelines for Social Media Use

Professional Conduct:

- o Maintain professionalism and respect at all times when interacting on social media, whether on official business accounts or personal accounts.
- o Ensure that any comments, posts, or interactions reflect PathWayPixel's values and commitment to inclusivity and respect for all individuals.
- o Personal social media accounts should not be used to post about or tag clients without prior written consent.

Confidentiality:

- o Never share confidential information about clients or their families, including any details about the sessions, without explicit written consent.
- o Avoid discussing any personal client details, progress, or challenges on social media, even in private groups or forums.
- o Do not take or share screenshots, videos, or any other media from sessions without written consent.

Safeguarding:

- o If you are interacting with clients or families via social media, remember that safeguarding is a priority. Maintain appropriate boundaries at all times.
- o Do not engage in private, one-on-one social media conversations with clients without consent from the client's parent or guardian (if underage).
- o Any concerns regarding safeguarding, including inappropriate behavior on social media platforms, should be reported immediately to the designated safeguarding officer.

Appropriate Content:

- o Posts should be respectful, inclusive, and appropriate for all audiences.
 - o Do not post content that could be considered offensive, discriminatory, or harmful to individuals or communities.
 - o Any content related to PathWayPixel must adhere to the organization's values and code of conduct.
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Staff and Mentor Guidelines

Personal Social Media Accounts:

- o Employees, mentors, and contractors must not use personal social media accounts to represent or discuss PathWayPixel's business operations or clients unless explicitly authorized.
- o Staff and mentors should be mindful that their personal social media presence reflects on the business. Personal social media should be kept private from clients, unless appropriate consent is given.
- o Avoid adding clients or their families as friends on personal social media accounts, especially if they are minors.

Business Social Media Accounts:

- o All social media accounts officially representing PathWayPixel (Facebook, Instagram, Twitter, etc.) should be used for promoting services, sharing relevant educational content, and connecting with the community in a professional manner.
 - o Any interactions on business social media accounts should be handled by the designated staff or social media manager.
 - o Mentors and staff should refrain from posting client-related information, session highlights, or any identifying details, unless permission has been granted.
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Client Social Media Interaction

Parent/Guardian Consent:

- o For clients under the age of 18, parents or guardians must provide written consent before any communication or connection via social media platforms.
- o All client interactions on social media must be appropriate and respectful. Any inappropriate contact or behavior will result in immediate termination of any further interaction on social media platforms.

Sharing Media:

- o If any photos, videos, or other content are shared by PathWayPixel on social media, client consent must be obtained in advance, particularly if the content includes their image or name.

- o Parents and guardians must be informed that any photos or videos taken during sessions may be used for promotional purposes (with consent), and they have the right to opt-out.
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Social Media Marketing and Advertising

Transparency:

- o Any promotional content shared on social media platforms by PathWayPixel must be clear and transparent, including disclaimers where necessary, especially regarding testimonials or success stories.
- o All promotions, ads, or sponsored posts must be in compliance with advertising standards and guidelines.

Feedback and Reviews:

- o If a client or their family provides a testimonial or review about PathWayPixel, ensure that it is accurate and transparent.
 - o Clients and families should be informed that their feedback may be shared on the website or social media, and explicit consent should be obtained for this.
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Handling Concerns or Violations

Reporting:

- o Any violations of this policy or concerns about inappropriate social media behavior should be reported to the business owner or designated social media manager immediately.
- o In the event of a breach of confidentiality or safeguarding concerns on social media, PathWayPixel will investigate and take appropriate action, including removal of offending content, suspension of social media accounts, or termination of services if necessary.

Disciplinary Action:

- o Any team member found to be violating the Social Media Policy may face disciplinary action, including a warning, retraining, or, in severe cases, termination of employment or contract.
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Review of Policy

This policy will be reviewed annually or as needed, to ensure it remains compliant with industry standards, privacy laws, and the best interests of our clients.

Date of Policy Implementation: [Insert Date]

Last Review Date: [Insert Date]

Next Review Date: [Insert Date]

Contact Information

If you have any questions or concerns about the PathWayPixel Social Media Policy, please contact us at:

Email: [Insert Email Address]

Phone: [Insert Phone Number]