

The National Piping Centre Social Network and Online Policy

This policy applies to: Staff, Freelancers and Students.

This policy was reviewed on: 19/01/2026 by: Callum Stamper (Commercial Director)

This policy is due for review by: 31/01/2027

The National Piping Centre - Social Network and Online Policy

1. Introduction

The National Piping Centre (NPC) recognises the importance of social media and online platforms in today's digital age. This policy outlines the guidelines and expectations for employees, volunteers, and representatives of the NPC when using social networks and engaging in online activities on behalf of the organisation.

2. Purpose

The purpose of this policy is to:

- a. Ensure that the NPC's online presence aligns with its Mission, Vision & Aims.
- b. Establish guidelines for responsible and professional behaviour on social media and other online platforms.
- c. Protect the reputation of the NPC and its stakeholders.

3. Scope

This policy applies to all employees, volunteers, and individuals officially representing the NPC in any online capacity.

4. General Guidelines

- a. **Official Accounts:** All official National Piping Centre (NPC) social media accounts must be authorised and managed by designated personnel. Unauthorised accounts are strictly prohibited.
- b. **Personal Accounts:** When using personal social media accounts, employees and representatives must make it clear that their views are their own and not necessarily those of the NPC.
- c. **Respect and Courtesy:** All online interactions should be conducted with respect and courtesy. Avoid engaging in offensive, inflammatory, or discriminatory language.
- d. **Confidentiality:** Do not disclose confidential information about the NPC, its employees, or stakeholders online. Respect privacy and adhere to data protection laws.

5. Content Guidelines

- a. **Accuracy:** Ensure that all information shared online is accurate, up-to-date, and in line with the NPC's values.
- b. **Endorsements:** Clearly distinguish between personal opinions and official the NPC positions. Do not endorse or promote products, services, or organisations without authorisation.
- c. **Media Usage:** Obtain proper authorisation before using the National Piping Centre's (NPC) logos, trademarks, or any media assets in online posts.
- d. **Crisis Communication:** In case of a crisis or sensitive issue, employees must refrain from commenting online. Direct media inquiries to the Director of Piping or the Commercial Director.

6. Security

- a. **Passwords:** Keep social media account passwords secure. Do not share passwords with unauthorised individuals.
- b. **Phishing Awareness:** Be vigilant against phishing attempts and report suspicious activity promptly.

7. Training and Education

The NPC will provide training and resources to employees and representatives on social media best practices and this policy.

8. Enforcement

Violations of this policy may result in disciplinary action, up to and including termination of employment. The NPC reserves the right to monitor online activities related to its name and mission.

9. Review and Amendments

This policy will be reviewed periodically to ensure relevance and effectiveness. Amendments may be made as necessary.

By adhering to this Social Network and Online Policy, employees, volunteers, and representatives contribute to maintaining a positive online presence for The National Piping Centre.

The National Piping Centre

