



# Insurance Internal Audit Group

## Social Media Policy

**Classification – Public**

CONFIDENTIAL INFORMATION OF INSURANCE INTERNAL AUDIT GROUP (IIAG)

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## Document Distribution List

This document is unrestricted and is available to all IIAG members

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## 1. Introduction / Overview

The Social Media Policy supports the Insurance Internal Audit Group (IIAG) and Good Practice Development Group (GPDG) in the delivery of their strategy:-

“Enhancing the profession and practices of internal auditing and risk assurance”.

A publication is defined as any document whether electronic or manual the IIAG or GPDG makes public.

For the purposes of this policy, social media is defined as media for social interaction, usually, but not limited to, internet based accessible and scalable publishing techniques.

### 1.1 Approved Media

The IIAG will determine periodically the forms of social media that are authorised for use. At December 2013 **LinkedIn** is approved for member use, while other social networking systems are not permitted.

### 1.2 Purpose and limitations

The purpose of this document is to collate all the relevant requirements and processes in respect of the IIAG use of social media.

The IIAG is taking a cautious and structured approach to the use of social media. It is embracing the use of technology, while not seeking to lead its development. We are setting out in this document a framework for members and the committee to use social networking for business purposes, encouraging discussion, sharing ideas, advertising jobs and promoting internal audit good practice.

Where a member identifies him or herself as associated with the IIAG when using an authorised social media network they take on the responsibility for representing the group in a professional manner. At no time should a member hold him or herself out to represent the IIAG or views of the IIAG without prior written consent of the IIAG.

If social networking users identify themselves as committee members, any personal blogs and other personal posts must contain disclaimers that make it clear that the opinions expressed are solely those of the author and do not represent the views of the IIAG.

Some social sites, such as LinkedIn, provide for members to write recommendations or referrals for friends/associates. If an employee does this as a representative of the IIAG, it may give the appearance that the group endorses the individual being recommended. That could create a liability situation if another company hires the recommended person on the basis of the recommendation. For that reason, the IIAG prohibits members from making such recommendations or referrals on behalf of the IIAG.

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The IIAG's relationships with presenters and partners are valuable assets that can be damaged through a thoughtless comment. Even a positive reference could be picked up and used to the organisation's disadvantage. Members are not to reference any presenters or partners without obtaining their express permission to do so.

Confidential information should not be disclosed. Communications on LinkedIn are somewhat informal; it's easy for members to develop "loose lips" - especially when they think they are discussing only among themselves.

Social networking sites have varying levels of security and, as public sites, all are vulnerable to security breaches. Proprietary information is not to be discussed or referred to on such sites, even in private messages between site members who have authorised access to the information. Examples of information that is considered to be off limits include IIAG financial information, intellectual property, and information about customers.

LinkedIn, like most social networking sites, requires that users, when they sign up, agree to abide by a Terms of Service (ToS) document. Members are responsible for reading, knowing, and complying with the ToS of the sites they use. It should not contain rules that require members to violate the common ToS stipulations. For example, most ToS agreements prohibit users from giving false names or other false information, so the IIAG's policy does not require users to use pseudonyms when signing up for social networking sites.

The IIAG policy requires that members at all times comply with the law in regard to copyright/plagiarism. Posting of someone else's work without permission is not allowed (other than short quotes that comply with the "fair use" exceptions). Other relevant laws include those related to libel and defamation of character. A good rule of thumb is: "If you don't have something good to say, don't say anything at all." Defamatory statements can lead to lawsuits against the author of the statement.

### 1.3 Non Compliance with Policy

Where this policy is not followed this may lead to the Committee taking action. This action will be proportional to the non compliance, is entirely at its discretion and may include having your membership rights withdrawn.

### 1.4 Editorial Rights

Editorial rights for the site rest with the Committee of the IIAG. The IIAG will determine an officer to take responsibility on its behalf.

## 2 Acceptable Use Policy

### Introduction

The IIAG recognises the importance and benefits of communicating through social media. Social media is a powerful vehicle through which the IIAG may disseminate

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relevant news to the audit community, listen to voices and perceptions and share good audit practice.

The IIAG maintains a corporate page and groups on LinkedIn. **INSERT HYPERLINK TO MAIN WEBSITE**. This document sets out how the IIAG uses the service and the limitations of its use.

## Content

If you follow our website page, you can expect occasional messages covering information about the IIAG, including news, publications, web content and forthcoming events.

## Confidentiality and security

The IIAG will not ask you to disclose personal or payment information via LinkedIn or by email. If you receive such a message, do not respond - it is not from the IIAG and may be malicious.

## Messages

We welcome recommendations, feedback and ideas from our members and followers and will endeavour to add value to conversations where we can.

If you need to contact us for official correspondence, visit our website's "Contact us" page.

## Following

If you follow our LinkedIn discussions, we will not automatically respond to you. This avoids us having to spend time dealing with spam accounts.

Our following of a LinkedIn account does not imply endorsement of any kind by the IIAG.

## Availability

The IIAG will update and monitor its corporate page from time to time during normal office hours, Monday to Friday.

LinkedIn may occasionally become unavailable. The IIAG cannot accept responsibility for lack of service due to LinkedIn downtime.

## LinkedIn expected standards

All those who participate on the IIAG's site are required to abide by the following policy:

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1. I will not send any defamatory, abusive, profane, threatening, offensive or illegal materials.
2. I will not send to another party any copyrighted materials not owned by me, unless I have permission of the owner of the copyrighted materials to do so. By sending copyrighted materials to another party, I warrant and represent either that I own the copyright with respect to such materials or that I have received permission from the copyright owner to distribute such materials.
3. I will not advertise jobs and positions.
4. I will not hold out to represent the IIAG or its views without prior written consent from the IIAG Committee.
5. The IIAG accepts no responsibility for the opinions and information sent by others. The IIAG will not offer legal or other professional advice to any user of our LinkedIn groups and nothing contained in any communication provided under our LinkedIn groups list may be construed as offering such advice.
6. The IIAG does not actively<sup>1</sup> monitor LinkedIn for inappropriate postings. However, in the event that any inappropriate message is brought to our attention, the IIAG will take appropriate action.
7. The IIAG reserves the right to terminate access to any user who does not abide by these guidelines.

**Please note – neither LinkedIn nor the IIAG are responsible for a member’s misuse or misappropriation of any content or information you post.**

### 3 Guidelines for Committee Members

These Guidelines provide information for IIAG Committee members who are authorised to speak on behalf of the IIAG through social media, namely LinkedIn. These Guidelines are not intended to govern or restrict personal presence on the web, nor are these guidelines intended to restrict committee members’ rights to engage with other members.

**Confidentiality** – Do not post confidential or proprietary information about the IIAG, its members or its supporters.

**Privacy** – Do not post anything that you would not present in any public forum. In particular, do not discuss a situation involving named or pictured individuals on LinkedIn without their knowledge or permission.

**Audience:** Be careful what personal information you share online. LinkedIn, like many social networking websites, is not secured and information is available to anyone with access to a computer and the internet.

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<sup>1</sup> Monitoring does take place but nobody is doing this fulltime nor do we have software in place to scan for inappropriate comments

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**Association:** Keep in mind that on LinkedIn, like many social networking websites, your name and photo/icon appear next to the content that you post and will be associated with you or the IIAG when you are representing it in an official capacity.

**“Do No Harm”** – The IIAG encourages the use of social media to enhance its education and research through collaboration, communication, and the promotion of research and programmes. You must ensure that your authorised use of social media does not harm or otherwise injure the reputation of the IIAG or other individuals.

**Remember that whatever you share may be public for an indefinite period of time, even if you attempt to modify or delete it.**

**Affiliation:** Disclose your (sub) committee responsibilities if you talk about work related matters that are within your area of job responsibility.

**Be sensitive:** Do not post confidential or proprietary information about the IIAG or the firms in which you work.

**Accuracy:** Take a moment to think about what you are posting (both personally and professionally) before you hit the publish/post button. Think about the content: is it relevant and topical? Are you reviewing and maintaining the content you provide through social media on a regular basis? Proofread for spelling and grammar.

### 3. List of Abbreviations

Abbreviation	Expanded Form
IIAG	Insurance Internal Audit Group
GPDG	Good Practices Development Group

### 4. General Definitions / Glossary of Terms

Phrase	Definition

### 5. Related Documents

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