

NASC Social Media and General Media Policy

for

National Access & Scaffolding Confederation
(Including Construction Industry Scaffolders Record Scheme)

Version History

Change Date		Author	Change	Next Review Date
00	03/12/2025	New Policy	Initial Version	January 2027
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NASC Social Media and General Media Policy

This policy outlines the expectations, standards, and responsibilities for NASC Members and CISRS Centres to ensure that all social media and general media activity conducted by, or connected to, NASC members reflect the professionalism, values, and integrity of the organisation and the wider scaffolding and access industry. If your company has its own social media policy, it must cover all the above for companies that don't have a policy this is a recommendation for one to adopt and enforce.

This policy will be reviewed annually to ensure alignment with member needs and industry developments.

For and on behalf of the NASC and CISRS Boards:

David Brown, Chairman



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1. Purpose and Scope

This policy forms part of the NASC Membership Standards and applies to all NASC members, including contractors, suppliers, and individuals who represent or are publicly associated with NASC & CISRS.

Its purpose is to ensure that all social media and general media activity conducted by, or connected to, NASC & CISRS members reflects the professionalism, values, and integrity of the organisation and the wider scaffolding and access industry.

This policy covers all forms of media, including but not limited to:

- Social networking sites (e.g. LinkedIn, X/Twitter, Facebook, Instagram, TikTok, Youtube etc.)
- Company websites, blogs, and online forums
- Public comments or statements made to the press or at events
- Any other online or offline platform where NASC or the member's affiliation could be identified

2. Core Principles

NASC members are expected to uphold the highest professional standards in all communications. Online and public activity must:

- Reflect positively on the scaffolding and access industry and NASC membership.
- Comply with NASC's standards of work, safety, and conduct.
- Be accurate, respectful, and professional in tone and content.
- Avoid any material that could bring NASC, the scaffolding industry, or the member's own organisation into disrepute.

3. Acceptable Use and Positive Engagement

NASC encourages members to use social and general media positively to:

- Promote good practice, innovation, and safety within the industry.
- Celebrate team achievements and professional milestones.
- Support charitable initiatives, community engagement, and industry events.
- Offer well-wishes and recognition of cultural, national, and international festivals or observances.
- Contribute constructively to industry discussions, sharing knowledge and experience in a professional manner.

Members are encouraged to demonstrate leadership and integrity online by setting a positive example of communication and behaviour.

4. Unacceptable Use

NASC members must not publish, share, or endorse any material that:

- Includes hate speech (defined below as per the Public Order Act 1986), discrimination, harassment, or abusive content.
- Promotes or associates with extremist, violent, or divisive political views.
- Contains defamatory, misleading, or false information.
- Disparages NASC, other members, or the wider industry.
- Discloses confidential or commercially sensitive information.
- Breaches copyright or data protection laws.

Members are also expected to exercise discretion in expressing personal opinions online, ensuring that such posts do not undermine NASC's reputation or neutrality as an industry body.

5. Monitoring and Responsibility

Each NASC member organisation is responsible for ensuring compliance with this policy by its employees, representatives, and any subcontractors acting under its name.

NASC reserves the right to review public content that may be relevant to membership standing. Concerns raised by the public, other members, or NASC officers will be assessed fairly and confidentially.

NASC will review all applicants and members social media channels (including if a personal account is used for business purposes) to ensure their social media activity meets the NASC policy and NASC reserves the right to review posts brought to NASC's attention and take suitable corrective action, including invoking the membership disciplinary process.

6. Breaches and Consequences

Where a breach of this policy occurs, NASC may take the following actions depending on the severity and frequency of the incident:

- I. Informal Warning – Notification of the breach and request for immediate corrective action (e.g. removal of content or public apology).
- II. Formal Review – Temporary suspension of member privileges pending investigation.
- III. Non-Entry or Expulsion – Repeated or serious breaches, including publication of hate speech, extremist content, or conduct that damages NASC's reputation, may result in refusal of membership or permanent expulsion.

All actions will be taken in line with NASC's membership conduct procedures, with the opportunity for the member to respond.

7. Commitment to a Positive Industry Culture

NASC believes that open, respectful, and positive communication strengthens both the organisation and the wider industry. Members are therefore encouraged to use social and general media to highlight professionalism, safety, innovation, and inclusivity within the scaffolding and access sector.

By upholding this policy, members demonstrate their commitment to the NASC values of integrity, safety, respect, and excellence.