

# Upholding PSA standards on social media

**A**s key representatives of the PSA, shop stewards' conduct on social media is critical in maintaining the Union's professional reputation and promoting shared values.

## Key responsibilities for shop stewards

### Representing PSA with integrity

Ensure your social media activities align with PSA's core values. Your online actions also reflect on the Union.

### Prohibited activities

- Refrain from posting defamatory, harassing, or inappropriate content.
- Do not disclose confidential or proprietary information about the PSA or the Union's members.
- Avoid using the PSA logo or name on personal profiles, unless specifically authorised.

### Engagement and responses

Redirect any enquiries, comments, or complaints to the PSA's Marketing Communication Section for official handling. Responses to PSA-related queries should only be made when delegated to do so.

### Compliance with PSA policies

Adhere to the PSA's policies, including the Social Media Policy, Communication Policy, and Corporate Identity Manual, whilst keeping in mind legal requirements such as the *Protection of Personal Information Act*.

## How you can contribute positively

### Stay informed

- Review the PSA's Social Media Policy to understand your obligations.
- Read PSA newsletters to stay informed of matters affecting members.
- Consult your PSA Provincial Manager or the Marketing Communication Section for clarity on any social media-related matters.

### Promote PSA positivity

Use social media to foster respect, accuracy, and meaningful engagement, enhancing the PSA's public image.

**Your cooperation ensures that the PSA remains a trusted voice for members and a respected presence in the digital space.**

Should you require more information, please submit an enquiry to [ask@psa.co.za](mailto:ask@psa.co.za).

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