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SOCIAL MEDIA: Upholding PSA standards

The actions and conduct of shop stewards on social media are crucial to upholding the PSA's professional reputation. As representatives and trusted voices of the Union, shop stewards play a key role in protecting and promoting the values the PSA stands for in workplaces and online.

In the digital age, social media is a powerful tool for communication and advocacy. This, however, comes with responsibility. The manner in which shop stewards engage on platforms such as *Facebook*, *X*, *Instagram*, and *Tik-Tok* reflects directly on the integrity and reputation of the Union.

Shop stewards are reminded to adhere to the *PSA Social Media Policy* and uphold the highest standards of conduct online.

Please ensure that:

- Posts, comments, and shares align with the Union's values and objectives.
- No confidential Union or workplace information must be disclosed on any public platform.
- Personal opinions are clearly separated from official Union communication.
- Discussions must remain respectful, even when responding to criticism or disagreement.
- You guide and educate members on responsible social-media use.

Social media offers a platform to extend the PSA's collective voice. Let us use it to build unity, strengthen solidarity, and promote positive engagement.

For clarity, please refer to the PSA's policies, including the Social Media Policy and the Marketing Communication Policy. Should you require more information, please submit an enquiry to ask@psa.co.za.

