

SOCIAL MEDIA POLICY

A guide for staff on using social media to promote the work of
ThePromise and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. ThePromise will amend this policy, following consultation, where appropriate.

Date of last review: March 2020

Contents

Introduction	3
What is social media?	3
Why do we use social media?	3
Why do we need a social media policy?	3
Setting out the social media policy	3
Internet access and monitoring usage	Error! Bookmark not defined.
Point of contact for social media	3
Which social media channels do we use?	3
Guidelines	4
Using ThePromise's social media channels — appropriate conduct	4
Use of personal social media accounts — appropriate conduct	5
Further guidelines	6
Libel	6
Copyright law	6
Confidentiality	6
Discrimination and harassment	6
Lobbying Act	Error! Bookmark not defined.
Use of social media in the recruitment process	6
Protection and intervention	7
Under 18s and vulnerable people	7
Responsibilities and breach of policy	7
Public Interest Disclosure	Error! Bookmark not defined.

Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating ThePromise's work. It is important for our staff, volunteers and trustees to participate in social media to engage with our supporters, participate in relevant conversations and raise the profile of ThePromise's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to ThePromise's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members, volunteers and trustees, and applies to content posted on any device in any forum. Before engaging in ThePromise related social media activity all staff, volunteers and trustees must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of ThePromise, and the use of social media by staff, volunteers and trustees in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Point of contact for social media

Our Director is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Director. No other individual can post content on ThePromise's official channels without the permission of the Director.

Which social media channels do we use?

ThePromise Currently uses the following social media channels:

Facebook - www.facebook.com/ThePromise-for-Russian-children-with-special-needs

Twitter - www.twitter.com/thepromise4kids

LinkedIn - www.linkedin.com/company/thepromise/

Guidelines

Using ThePromise's social media channels — appropriate conduct

1. The Director and nominated trustees are responsible for setting up and managing ThePromise's social media channels. Only those authorised to do so by the Director will have access to these accounts.
2. Those with access to ThePromise's social media accounts are encouraged to review and use the accounts on a regular basis and liaise with the Director regarding this to assist with achieving the Social Media Strategy (see Social Media Strategy)
3. Be an ambassador for our work. Staff, volunteers and trustees should ensure they reflect ThePromise's values in what they post, using appropriate language and tone when posting content on ThePromise's social media channels.
4. Make sure that all social media content has a purpose and a benefit for ThePromise, and accurately reflects ThePromise's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them.
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. Content about supporters or service users should not be posted without their express permission. If staff, volunteers or trustees are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from ThePromise. If using interviews, videos or photos that clearly identify a child or young person, staff, volunteers and trustees must ensure they have the consent of a parent or guardian before using them on social media.
9. Always check facts. Staff, volunteers and trustees should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
10. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
11. All representatives should remain mindful when offering personal opinions via ThePromise's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about ThePromise's position on a particular issue, please speak to the Director.
12. It is vital that ThePromise does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
13. Staff, volunteers and trustees should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
14. Staff, volunteers and trustees should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of ThePromise. This could confuse messaging and awareness of our work. By having official social media accounts in place, the Director can ensure consistency of the message and focus on building a strong support base.

15. ThePromise is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

16. If a complaint is made on ThePromise's social media channels, staff should seek advice from the Director before responding. If they are not available, then staff should speak to a member of the board of trustees.

17. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Director regularly monitors our social media spaces for mentions of ThePromise so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the Director will make contact with the trustees to ensure all reasonable steps are taken to deal with the situation and protect the reputation and work of ThePromise.

If any staff, volunteer or Trustee become aware of any comments online that they think have the potential to escalate into a crisis, whether on ThePromise's social media channels or elsewhere, they should speak to the Director immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. ThePromise staff, volunteers and Trustees are expected to behave appropriately, and in ways that are consistent with ThePromise's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive ThePromise. You must make it clear when you are speaking for yourself and not on behalf of ThePromise. If you are using your personal social media accounts to promote and talk about ThePromise's work, you are asked to, where necessary, use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent ThePromise's positions, policies or opinions."

2. Staff, volunteers or trustees holding a personal blog or website which indicates in any way that they work at or with ThePromise should discuss any potential conflicts of interest with the Director. Similarly, staff, volunteers or trustees who want to start blogging and wish to say that they work for ThePromise should discuss any potential conflicts of interest with the Director.

3. Use common sense and good judgement. Be aware of your association with ThePromise and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, supports and funders.

4. ThePromise works with several high profile people, including celebrities and major donors. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships. This includes asking for retweets about the charity.

If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Director to share the details.

5. If you are contacted by the press about social media posts that relate to ThePromise, please talk to the Director immediately and under no circumstances respond directly.

6. ThePromise is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing ThePromise, staff, volunteers and trustees are expected to hold ThePromise's position of neutrality. Individuals who are politically active in their

spare time need to be clear in separating their personal political identity from ThePromise, and understand and avoid potential conflicts of interest.

7. Never use ThePromise's logo unless approved to do so. Permission to use logos should be requested from the Director.

8. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

9. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

10. We encourage staff, volunteers and trustees to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support ThePromise and the work we do. Where appropriate and using the guidelines within this policy, we encourage you to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Director who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring ThePromise into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that ThePromise is not ready to disclose yet. For example, a news story that is embargoed for a particular date or personal details of people within the charity.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either ThePromise's social media channels or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Use of social media in the recruitment process

Recruitment should be carried out in accordance with associated procedures and guidelines. Any advertising of vacancies should be done through the Director and board of trustees.

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the Director immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff, volunteers and trustees should ensure the online relationship with ThePromise follows the same rules as the offline 'real-life' relationship.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of ThePromise is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Staff, volunteers and trustees who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Director.