

Clingan's Trust

Social Media Policy

A guide for members of Clingan's Trust on using social media to promote the work of Clingan's Trust and in a personal capacity

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

Date of last review: 26th January 2024

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 Clingan's Trust's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Clingan's Trust'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 Clingan's Trust'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* of all levels, volunteers and trustees and applies to content posted on both a Clingan's Trust's device and a personal device. Before engaging in work-related social media activity, staff 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 Clingan's Trust and the use of social media by staff 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 staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the Clingan's Trust office..

Point of contact for social media

Jane Hannifan 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 clerk, David Orr. No other staff member can post content on the Clingan's Trust's official channels without the permission of the clerk.

Which social media channels do we use?

Clingan's Trust uses the following social media channels:

Facebook - <https://www.facebook.com/people/Clingan's-Trust/100076205113646/>

Guidelines

Using Clingan's Trust social media channels — appropriate conduct

1. Jane Hannifan and The Clerk (Social Media Team) are responsible for setting up and managing Clingan's Trust social media channels. Only those authorised to do so by the Social Media Team will have access to these accounts.
2. The Social Media Team should ensure they reflect Clingan's Trust values in what they post and use our tone of voice.
3. Make sure that all social media content has a purpose and a benefit for Clingan's Trust and is compliant with its policies;
 - Child safeguarding
 - Adult Safeguarding
 - Privacy
 - Code of conduct.
4. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
5. If staff outside of The Social Media Term wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the them about this.

6. Always check facts. Staff 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.

The Social Media Team regularly monitors our social media spaces for mentions of Clingan's Trust so we can catch any issues or problems early.

If any staff outside of the Social Media Team become aware of any comments online that they think have the potential to escalate into a crisis, whether on Clingan's Trust social media channels or elsewhere, they should speak to the The Clerk or the Chairman immediately.

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 Clingan's Trust 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 Clingan's Trust is not ready to disclose yet.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Clingan's Trust social media channel 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

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

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 Clerk or Chairman 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 should ensure the online relationship with Clingan's Trust follows the same rules as the offline 'real-life' relationship. Staff should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the young person and Clingan's Trust content and other content is appropriate for them. Please refer to our Safeguarding Policies

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Clingan's Trust 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.