

Social Media Policy

Content and Overview

Key Details: Policy Prepared by Gabriella van der Valk
Approved by The Archway Foundation Board on- 15/07/18
Policy became operational on July 2018
Next review date July 2019



Introduction:

- This social media policy describes rules governing the use of social media at The Archway Foundation.
- It sets out how staff must behave when using the charity's social media accounts and describes how staff/volunteers/trustees may interact with the charity's accounts as well as what they may say about the charity on their personal accounts.
- This policy should be read alongside other key policies when new staff/volunteers/trustees are inducted, and should also be taken up by those currently working in Archway's community at the time of policy introduction.

Why this Policy Exists:

- Social media can bring significant benefits to Archway, particularly for building relationships with existing and potential volunteers, as well as boosting fundraising.
- However, it is important that those who use social media whilst within the charity do so in a way that enhances the charity's prospects.
- A misjudged status update can damage the charity's reputation or generate complaints. There are also issues regarding security and data protection to consider.

Policy Scope:

- This policy applies to all staff/trustees/volunteers who use social media- for personal or charity- related reasons.
- Social media site and services include (but are not limited to): Facebook, Twitter and LinkedIn.

Content:

- Section 1. Responsibilities**
- Section 2. General Social Media Guidelines**
- Section 3. Use of Charity's Social Media Accounts**
- Section 4. Use of Personal Social Media Accounts**
- Section 5. Safe and Responsible Social Media Use**
- Section 6. Policy Enforcement**

Section 1. Responsibilities

The Promotions and Communications Co-ordinator is responsible for upkeep of Facebook, Twitter and LinkedIn accounts and should ensure these accounts are used safely, appropriately and in line with the charity's objectives.

The Digital Strategy Working Group is responsible for tracking key performance indicators on social media and for working with Fundraising/Finance and Strategy subgroups to produce promotion and fundraising ideas/campaigns through social media channels.

The Digital Strategy Working Group is responsible for ensuring requests for assistance and support made via social media are followed up.

Section 2. General Social Media Guidelines

Archway recognises that social media offers a platform for the charity to undertake fundraising, connect with its community of staff and volunteers and build its profile online. Archway also believes its community should be involved in related conversations on social networks and that social media is an excellent way for them to make useful connections, share ideas and shape discussions.

Archway therefore encourages employees to use social media to support the charity's goals and objectives.

Basic Advice:

Following these simple rules helps avoid the most common pitfalls, regardless of which social networks are being used-

- **Know the social network.** Spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Err on the side of caution when posting to social networks. If you feel an update or message might cause complaints or offence- or be otherwise unsuitable- you shouldn't post it. Instead, consult the Digital Strategy Working Group for advice.
- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Adopt the same level of courtesy used when communicating via email.
- **Look out for security threats.** Be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below (section 5).
- **Don't make promises without checking.** Some social networks are very public so you should not make any commitments or promises on behalf of Archway without checking that the charity can deliver on these promises. Direct any enquiries to the Digital Strategy Working Group.

- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and issues. Once contact has been made, further communications should be made via the most appropriate channel- usually email or telephone.
- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Always take the time to think before responding, and hold back if in any doubt at all.

Section 3. Use of Charity's Social Media Accounts

Authorised Users:

Only people who have been authorised to use the charity's social networking accounts may do so. Authorisation is usually provided by the CEO or Promotions and Communications Officer. It is typically granted when social media-related tasks form a core part of the staff's job.

Allowing only designated people to use the accounts ensures the charity's social media presence is consistent and cohesive.

Creating Social Media Accounts:

New social media accounts in the charity's name must not be created unless approved by the Digital Strategy Working Group. The charity operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources. If there is a case to be made for opening a new account, this should be raised with the Digital Strategy Working Group.

Purpose of Charity Social Media Accounts:

Archway's social media accounts may be used for many different purposes.

In general, posting updates, messaging or otherwise use of these accounts should only be done so when clearly in line with the charity's overall objectives. For instance, social media accounts may be used to-

- Share blog posts, articles and other content created by the charity
- Share insightful articles, videos, media and other content relevant to the charity but created by others
- Provide followers with an insight into what goes on at the charity
- Promote fundraising/publicity campaigns
- Support new charity initiatives

Social media is a powerful tool that changes quickly. Staff/trustees/volunteers are encouraged to think of new ways to use it and to put those ideas to the Digital Strategy Working Group.

Platforms:

Our policy is currently designed to cover the three most relevant platforms currently for the charity, although is in no way limited to these three alone-

- Facebook- staff/trustees/volunteers are encouraged to follow Archway's page and to like and share posts made by Archway
- Twitter- staff/trustees/volunteers are encouraged to follow Archway's page and to like/share tweets made by Archway plus follow the charity's patrons/key leaders of this and other charities in the same field
- LinkedIn- staff/trustees/volunteers are encouraged to connect with Archway/list their connection to the charity on their profiles and to follow the charity's patrons and connect with other charities in similar fields/their key leaders

Social media platforms aim to be key in recruitment particularly of staff and volunteers currently, however they will not be used further into the recruitment process i.e. internet searches to perform due diligence of candidates.

Inappropriate Content and Uses:

Charity social media accounts must not be used to share or spread inappropriate content or to take part in any activities that could bring the charity into disrepute.

When sharing a blog post, article or piece of content, content should always be reviewed thoroughly- no link should be posted solely on a headline.

Further guidelines can be found below (section 5).

Section 4. Use of Personal Social Media Accounts

Archway recognises that staff/trustees/volunteers personal social media accounts can generate a number of benefits. For instance:

- Staff can make contacts within the field that may be useful in their jobs
- Staff/trustees/volunteers can discover content to help them learn and develop in their role
- By posting about the charity, staff/trustees/volunteers can help to build the charity's profile online

Talking about the Charity:

It should be clear that a personal social media account does not represent Archway's views or opinions. A disclaimer may be used in social media profiles if deemed necessary.

Tweeting about Archway/posting about Archway on Facebook timelines should be done so carefully following all of the charity's policy guidelines.

Section 5. Safe and Responsible Social Media Use

Users must not:

- Create or transmit material that might be defamatory or incur liability for the charity
- Post messages, status updates or links to material or content relating to the charity that is inappropriate (inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the base of race, age, sex, religious or political beliefs, national origins, disability, sexual orientation or any other characteristic protected by law)
- Send offensive or harassing material to others relating to the charity via social media or broadcast unsolicited views on charity-related matters
- Send or post messages or material that could damage Archway's image or reputation
- Interact with other charities in a way which could be interpreted as being offensive, disrespectful or rude
- Discuss colleagues, volunteers, other charities, donors without their approval
- Volunteers are not allowed to make contact with Archway Friends outside of the social groups and those who are engaged in one-to-one befriending are asked to dial 141 before telephoning to ensure their number is withheld. Staff and Volunteers must not under any circumstances invite or accept an invitation from an Archway Friend to connect on Social Media
- Post, upload, forward or link to spam, junk email or chain emails and messages on the charity's accounts

Copyright:

Archway respects and operates within copyright laws. Users may not use charity social media accounts to:

- Publish or share copyrighted software, media or materials owned by third parties unless permitted by that third party (content published on another website is free to be shared if that website has obvious sharing buttons or functions on it)
- Share links to illegal copies of music, films or other software

Security and Data Protection:

Staff/trustees/volunteers should be aware of the security and data protection issues that can arise from using social networks.

Photos: In accordance with GDPR only photos where written consent has been given will be used on social media. Photos will be treated the same as any data in accordance with The Archway Foundation's Data Protection Policy.

Maintain confidentiality; users must not:

- Share or link to any content or information owned by the charity that could be considered confidential or commercially sensitive. This could include financial figures,

details of volunteers and 'Friends' or information about future strategy and fundraising campaigns

- Share or link to any content or information owned by another charity or company that could be considered confidential or commercially sensitive
- Share or link to data in any way that could breach the charity's general data protection policy.

Protect social accounts:

- Charity social media accounts should be protected by strong password that are changed regularly and shared only with authorised users
- New pieces of software, apps or services may not be used with any of the charity's social media accounts without receiving approval from the Promotions and Communications Co-ordinator

Avoid social scams:

- Watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the charity or its community
- Never reveal sensitive details through social media channels
- Avoid clicking links to posts, updates and direct messages that look suspicious. In particular, look out for URLs contained in generic or vague-sounding direct messages

Section 6. Policy Enforcement

Monitoring Social Media Use:

Any charity IT and internet resources- including computers and internet connections- are provided for legitimate business use. Archway therefore reserves the right to monitor how social networks are used and accessed through these resources. Any such examinations or monitoring will only be carried out by authorised staff.

Additionally, all data relating to social networks written, sent or received through the charity's computer systems is part of official Archway records. The charity can be legally compelled to show that information to law enforcement agencies or other parties.

Potential Sanctions:

Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of employment/trusteeship/voluntary work. Users may also be held personally liable for violating this policy.

Any breach of the policy can lead to action being taken under the charities' disciplinary policy.