



## **SOCIAL NETWORKING POLICY**

February 2022

### **INTRODUCTION**

Social networking media websites, such as Facebook, Instagram, LinkedIn, Whatsapp and Twitter, are now the communication form of choice amongst young people, parents and professionals alike, providing them with a powerful voice to express opinions, contact friends and share multimedia content at little to no monetary cost. For this very reason, The Change Foundation has set up a Facebook page, Instagram, LinkedIn, TikTok and Twitter accounts to raise awareness and publicise our work for our programmes as means for our young people to share ideas and communicate between sessions.

### **RISKS**

There are always going to be risks to using any form of communication which lies within the public domain. Therefore, it is imperative that there are clear rules, regulations and guidelines to minimise those risks to:

- The staff managing the social networking account (e.g. allegations and inappropriate contact)
- Young people that are linked to the social networking account (e.g. grooming, cyberbullying or exposure to harmful and inappropriate content)
- Reputational damage to our charity's the name and brand (e.g. bad language, inappropriate comments from the public, complaints etc.)

Whilst The Change Foundation acknowledges that every effort will be made to safeguard against all risks, it is likely that we will never be able to completely eliminate them. Any safeguarding related incidents that may occur will be dealt with quickly and according to our Safeguarding Policy, Code of Conduct and Disciplinary policy to ensure children and young people continue to be protected.

### **SCOPE OF POLICY**

This policy applies to all staff members involved in the daily operations and management of the social networking accounts. All staff must be aware of the guidelines and procedures for contacting and communicating with young people and members of the public via the social networking account. This is not only to ensure professionalism in staff communications, but also to safeguard against misunderstandings or allegations. For this reason, all staff involved are required to read and sign acceptable use rules before commencing work on the account.

### **RESPONSIBILITIES**

Appropriate consideration must be given towards ensuring that the social networking account is a safe environment for all members of the TCF community to participate in.

### **SENIOR SOCIAL MEDIA ADMINISTRATION STAFF**

- Read and sign the staff code of conduct when using the social media pages.
- Only the manager and communications team members will have administrative rights for the social media pages or will be allowed to publish content on the page.
- Content will be appropriate to all ages and will be relevant to TCF's work and fundraising only.
- To create and access the accounts, a generic work/business email address should be used and never an individual's work email address, or personal social media account details. This allows for any future personnel changes within the team and provides opportunity to access what has been published should any allegations or investigations occur. prevents individuals from receiving unwanted contact.
- Photographs and/or videos featuring young people and participants may be published on social media, after consent is sought and recorded. Consent must be given by a parent/guardian if the young person is under the age of 18.
- Young peoples' or participants' names should not appear in photographs or videos.
- Young people and programme participants will not be tagged in social media posts. This protects them in relation to safeguarding incidents and ensures their confidentiality, privacy and conforms with GDPR.
- Administrative staff will not contact, harass or abuse members of the public using TCF social media accounts.
- Administrative staff will only access TCF social media accounts from a TCF computer, laptop or mobile phone. No personal equipment shall be used.
- Administrative staff will raise safeguarding or GDPR concerns to the DSL as and when necessary.
- Report any illegal online content to the Internet Watch Foundation ([www.iwf.org.com](http://www.iwf.org.com))

### **ALL STAFF AND VOLUNTEERS**

- All data relating to participants, including media/videos/photographs, must be uploaded to Views or the charity shared drive and deleted from the work mobile phone at the earliest convenience
- Under no circumstances should you share personal social media accounts with participants
- Posting photos and/or names of participants on any personal social media accounts is strictly forbidden
- When using TCF social media accounts, do not tag or name participants in posts
- Photo consent must be obtained before photos of participants are used
- Please be aware and courteous when using social media, and use 'views are my own' on personal social media accounts that are open to the public, or keep personal social media accounts on the private setting to minimise the risk of members of the public accessing inappropriate information or images of a staff member
- Be aware of relevant Policies- Social media, GDPR and safeguarding and know how to report a safeguarding concern
- Photographs and videos of young people and participants shall only be taken using work mobile phones or cameras. If sending photos or videos to other internal staff to upload, they should be sent securely
- Know who the designated leads are for Child Protection Safeguarding within TCF (Alex Bassan and Navjeet Sira)
- Be able to signpost young people or parents to further online safeguarding support e.g. [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)
- Avoid linking their personal online presence (i.e. Facebook account) to the TCF social networking media account. Private communications, or the potential to establish private contact between staff and the public including young people and participants, is inadvisable and strictly prohibited where children and young people are concerned.
- Ensure that professional email addresses are used for any correspondence with the public, particularly young people, so as to minimise risk of misunderstanding or allegations.
- Ensure that children and young people are protected and supported in their use of technologies so that they know how to use them in a safe and responsible manner. Children and young people should know what to do in the event of an incident.

#### **INAPPROPRIATE USE BY A STAFF MEMBER OR VOLUNTEER**

In the event that a member of staff is believed to have misused a TCF social media account networking group in an abusive or illegal manner, a report must be made to the designated Safeguarding Lead immediately. The Safeguarding Policy and disciplinary policy should then be followed to deal with any misconduct and all appropriate authorities contacted.