Saltford Community Association

Registered Charity Number 1162948

SOCIAL MEDIA POLICY

A guide for those using social media to promote the work of Saltford Community Association and in a personal capacity

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

Date of last review: 13th February 2024

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Introduction

What are 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 Saltford Community Association's work. It is important for some users to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Salford Community Association'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 Saltford Community Association'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 carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all users of SCA social media, and applies to content posted on both a Saltford Community Association device and on a personal device

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 Saltford Community Association, and the use of social media 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 users 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
The trustees are responsible for the day-to-day publishing, monitoring and management of SCA social media channels.

Which social media channels do we use?
Saltford Community Association uses the following social media channels:
Facebook X, Instagram, Next door, Mailchimp.

Saltford Community Association uses these accounts to share news and information with the local community and to encourage people to become involved in our activities.

Guidelines

Using Saltford Community Association's social media channels — appropriate conduct

1. *The trustees are* responsible for setting up and managing Saltford Community Association's social media channels. Only those authorised to do so by the trustees will have access to these accounts.

2. Users should ensure they reflect *Saltford Community Association* 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 Saltford Community Association and accurately reflects Saltford Community Association's agreed position.

4. Bring value to our audience(s). Answer their questions, help and engage with them

5. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

7. Users should not post content about supporters or service users without their express permission. If users 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 Saltford Community Association. If using interviews, videos or photos that clearly identify a child or young person, users must ensure they have the consent of a parent or guardian before using them on social media.

8. Always check facts. Users 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.

9. 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.

10. Users should refrain from offering personal opinions via Saltford Community Association's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Saltford Community Association's position on a particular issue, please speak to the trustees.

11. It is vital that Saltford Community Association does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

12. Users 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.

13. Users should not set up other Facebook groups or pages, or any other social media channels on behalf of Saltford Community Association. This could confuse messaging and brand awareness

14. Saltford Community Association 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.

15. If a complaint is made on Saltford Community Association's social media channels, users should seek advice from the trustees before responding.

16. 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.

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. Saltford Community Association users are expected to behave appropriately, and in ways that are consistent with Saltford Community Association's values and policies, both online and in real life.

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

2. Users who have a personal blog or website which indicates in any way that they work at Saltford Community Association should discuss any potential conflicts of interest with the trustees. Similarly, users who want to start blogging and wish to say that they work for Saltford Community Association should discuss any potential conflicts of interest with the trustees.

3. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Saltford Community Association's view.

4. Saltford Community Association works with several high-profile people. 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 that are being managed by the trustees.
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 trustees to share the details.

5. If a user is contacted by the press about their social media posts that relate to Saltford Community Association, they should talk to the trustees immediately and under no circumstances respond directly.

6. Saltford Community Association 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 Saltford Community Association, users are expected to hold Saltford Community Association's position of neutrality. Users who are politically active in their spare time need to be clear in separating their personal political identity from Saltford Community Association and understand and avoid potential conflicts of interest.

7. Never use Saltford Community Association's logos or trademarks unless approved to do so. Permission to use logos should be requested from the trustees.

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. When you are using social media sites at work, it is important that you do so safely.

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 users 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 Saltford Community Association and the work we do. Where appropriate and using the guidelines within this policy, we encourage users 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 trustees 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 users are posting content on social media as part of their job or in a personal capacity, they should not bring Saltford Community Association into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law
It is critical that all users 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 users make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Saltford Community Association is not ready to disclose yet. For example, a news story that is embargoed for a particular date

Discrimination and harassment
Users should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Saltford Community Association 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.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the trustees.

Use of social media in the recruitment process

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 user considers that a person/people is/are at risk of harm, they should report this to the trustees 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, users should ensure the online relationship with Saltford Community Association 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 on-line and given guidance on security/privacy settings as necessary. Users should also ensure that the site itself is suitable for the young person and that Saltford Community Association content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and beach of policy
Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Saltford Community Association is not a right but an opportunity, so it must be treated seriously and with respect.

Approved by the trustees 13th February 2024 Reviewed February Annually