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| new baby network cic | Social media policy |

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# 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 New Baby Network CIC'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 our 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 our 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 level and volunteers, and applies to content posted on both a New Baby Network CIC 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 New Baby Network CIC 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.

Point of contact for social media

Our directors and social media volunteers are responsible for the day-to-day publishing, monitoring and management of our social media channels.No other staff member can post content on official channels without the permission of the director

Which social media channels do we use?

New Baby Network CIC uses the following social media channels:

Facebook: @newbabynetwork

Twitter: @newbabynetwork

Instagram: @newbabynetwork

New Baby Network CIC has a Facebook account which it uses to share news with supporters, service users and to encourage people to become involved in our work. They are also used to connect with other local organisations to share news, events and resources.

Guidelines

Using social media channels — appropriate conduct

1. The directors and the social media volunteer are responsible for setting up and managing New Baby Network CIC's social media channels. Only those authorised to do so will have access to these accounts.

2. We aim to respond to messages within 48 hours, but understand that our volunteers and directors are limited in time and resources so flexibility is key.

3. Staff/volunteers should ensure they reflect New Baby Network CIC values in what they post and use our tone of voice. Our vision sets out our tone of voice that all staff should refer to when posting content on social media channels.

4. Make sure that all social media content has a purpose and a benefit for New Baby Network CIC, and accurately reflects New Baby Network CIC'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. If staff outside of directors wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the directors about this.

9. Staff shouldn't post content about supporters or service users without their express permission. If staff 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 New Baby Network CIC. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.

10. 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.

11. 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.

12. Staff/volunteers should refrain from offering personal opinions via New Baby Network CIC's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about New Baby Network CIC's position on a particular issue, please speak to directors.

13. It is vital that New Baby Network CIC does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Staff/volunteers 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.

15. Staff/volunteers should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of New Baby Network CIC. This could confuse messaging and brand awareness. By having official social media accounts in place, the directors can ensure consistency of the brand and focus on building a strong following.

16. New Baby Network CIC 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.

17. If a complaint is made on New Baby Network CIC's social media channels, staff should seek advice from the directors before responding.

18. 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 directors regularly monitors our social media spaces for mentions of New Baby Network CIC 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 directors will take necessary action.

If any staff/volunteers become aware of any comments online that they think have the potential to escalate into a crisis, whether on New Baby Network CIC's social media channels or elsewhere, they should speak to the directors immediately.

Use of video conferencing platforms

1. Use a new meeting room for each new session.

2. Don’t allow attendees to join before both volunteers are present - set up a waiting room and make use of it.

3.Mute attendees on joining and encourage muting throughout to reduce background noise.

4. Turn screen sharing off

6. Don’t publicise meeting passwords

7. Don’t share screenshots of the call where video/names are visible, unless photo consent has been obtained for everyone in the meeting.

8. Post group rules in the chat and draw attention to them .Tell people what the Plan B is (ie. if you do have to abort the meeting where will the meeting move to and how can people rejoin)

9. Ask attendees if there is anyone non-visible present who can see the video chat, and make others aware that we cannot guarantee the identity of anyone participating.

10. Post the link to the group attendance form, and encourage all to complete (one volunteer could check this while the other is facilitating)

11. If a woman wants a more private setting for you to observe a feed, make use of the breakout room feature. Try to attend in pairs if the woman is comfortable for you to do so. Make a note of any use of breakout rooms, and the content of the session.

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. New Baby Network CIC staff/volunteers are expected to behave appropriately, and in ways that are consistent with New Baby Network CIC's values and policies, both online and in real life.

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

2. Staff/volunteers who have a personal blog or website which indicates in any way that they work at New Baby Network CIC should discuss any potential conflicts of interest with their line manager and the directors. Similarly, staff who want to start blogging and wish to say that they work for New Baby Network CIC should discuss any potential conflicts of interest with the directors.

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 New Baby Network CIC's view.

4. Use common sense and good judgement. Be aware of your association with New Baby Network CIC aqnd ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, and funders/

5. 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 directors to share the details.

6. If a staff member is contacted by the press about their social media posts that relate to New Baby Network CIC, they should talk to the directors immediately and under no circumstances respond directly.

7. New Baby Network CIC 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 New Baby Network CIC, staff are expected to hold New Baby Network CIC's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from New Baby Network CIC, and understand and avoid potential conflicts of interest.

8. Never use New Baby Network CIC's logos or trademarks unless approved to do so. Permission to use logos should be requested from the directors.

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

10. 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.

11. We encourage staff/volunteers 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 New Baby Network CIC and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff 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 directors who will respond as appropriate.

Further guidelines

Providing online support

Especially during the Covid-19 pandemic, many of our services have been moved to a virtual system. Staff/volunteers should follow the guidance for using these services and seek support if unaware of how to use them safely and effectively.

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 New Baby Network CIC 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 New Baby Network CIC is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our Data Protection policy for further information.

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 New Baby Network CIC social media channel or a personal account. Refer to the Equality, Inclusion and Diversity policy for more information. 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 the [*policy name i.e.* *Recruitment Policy*], and associated procedures and guidelines. Any advertising of vacancies should be done through HR and the directors. [*Vacancies are shared routinely on LinkedIn (amend/delete as appropriate)].*

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. This is in line with New Baby Network CIC's [*policy name i.e. Equal Opportunities Policy*].

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/volunteer considers that a person/people is/are at risk of harm, they should report this to the safeguarding lead 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 New Baby Network CIC follows the same rules as the offline 'real-life' relationship. Staff and volunteers 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 New Baby Network CIC content and other content is appropriate for them. Please refer to our Safeguarding and Online Safety Policies.

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of New Baby Network CIC 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 who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Directors.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, if a staff member releases information through New Baby Network CIC's social media channels that is considered to be in the interest of the public, New Baby Network CIC's Whistleblowing Policy must be initiated before any further action is taken.

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

Date of last review: May 2020