

# **Social Media Policy**



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## **1. Purpose**

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.

## **2. Scope**

This policy is intended for all volunteers and staff members, and applies to content posted on both a New Baby Network CIC device and a personal device.

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to our 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.

## **3. What Social Media do we use?**

New Baby Network CIC uses the following social media channels:

Facebook: [@newbabynetwork](#)

Twitter: [@newbabynetwork](#)

Instagram: [@newbabynetwork](#)

New Baby Network CIC uses social media 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.

## 4. Using Social Media - 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 volunteer coordinator about this.
9. Volunteers or 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. Volunteers/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. 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.

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. 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.

18. 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

## 5. Using Video Conferencing Platforms - Appropriate Conduct

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 service user 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.

## 6. Using 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, 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 the directors.

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

4. 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 us, please speak to the directors to share the details.

5. 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.

6. 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/volunteers 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.

7. 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.

8. Always protect yourself and the CIC. 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.

9. 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.

## 7. Complaints and Challenges on Social Media

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

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 organisation.

The directors regularly monitor 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.

## 8. Additional Relevant Policies and Links

### Guidelines for providing support online

Volunteers who provide support online will have access to additional, in depth guidelines.

### 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.

This policy will be reviewed on an ongoing basis, at least once every 3 years. New Baby Network CIC will amend this policy, following consultation, where appropriate.

DATE OF LAST REVIEW: November 2023