

**SOCIAL MEDIA POLICY**

**A guide for staff on using social media to promote the work of The Pump House Project and in a personal capacity**

**This policy will be reviewed on an ongoing basis, annually. The Pump House Project will amend this policy, following consultation, where appropriate.**

**Date of last review: 13th May 2024**

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 The Pump House Project'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 The Pump House Project'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 The Pump House Project'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 levels, volunteers and trustees,and applies to content posted on both either ThePump House Projectdevices or a personal device in the name of The Pump House Project*.* Before engaging in work-related social media activity, staff should 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 The Pump House Project, 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.

Internet access and monitoring usage

There are access restrictions to our social media sites in The Pump House Project office, limited to The Finance Officer, The Events Manager, UMA Coaches, Crafty Crew Co-Ordinator and The Project Manager. However, when using the internet at work, it is important that staff refer to our Data Protection, Confidentiality and Privacy Policy as appropriate. You are permitted to make reasonable and appropriate use of personal social media activity during your breaks. But usage should not be excessive and interfere with your duties.

Point of contact for social media

Our Finance Officer, Crafty Crew Co-Ordinator, UMA Coaches or Project Manager are responsible for the day-to-day publishing, monitoring and management of The Pump House Project’s various social media channels. If you have specific questions about any aspect of these channels, speak to the afore mentioned individuals.No other staff member can post content on The Pump House Project's official channels without the permission of the Finance Officer or Project Manager.

Which social media channels do we use?

The Pump House Project uses the following social media channels:

*Facebook, Twitter and Instagram*

Guidelines

Using The Pump House Project's social media channels — appropriate conduct

1. Finance Officer is responsible for setting up and managing The Pump House Project's Facebook, Twiter and Instagram media channels and the Project Manager is responsible for setting up and managing The Pump House Project’s Facebook media channel. Only those authorised to do so by the Project Manager will have access to these accounts.

2. The Pump House Project has a general ‘thank you for your message, we will respond to you when we are able’ message to all social media posts and messages sent to the Charity. These are then dealt with when a member of the designated team has time to respond.

3. Be an ambassador for our brand:- Staff, Volunteers and Trustees should ensure they reflect The Pump House Project’s values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all staff should refer to when posting content on The Pump House Project's social media channels.

4. Make sure that all social media content has a purpose and a benefit for The Pump House Project and accurately reflects The Pump House Project'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 designated social media account managers wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the one of the team about this.

9. The Pump House Project has clear signage stating that images from CCTV can and will be used if necessary – for example when trying to return a lost item to a member of the public/charity user. 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 The Pump House Project. 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 should refrain from offering personal opinions via The Pump House Project's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about The Pump House Project's position on a particular issue, please speak to a member of the team.

13. It is vital that The Pump House Project does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt. An exception to this would be moves performed by UMA students and coaches.

14. Staff 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 should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of The Pump House Project without prior agreement with the Finance Officer and the Project Manager as this could confuse messaging and brand awareness. By having official social media accounts in place, the Management Team can ensure consistency of the brand and focus on building a strong following.

16. The Pump House Project 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 The Pump House Project's social media channels, staff should seek advice from the Project Manager before responding. If they are not available, then staff should speak to a member of the Board of Trustees.

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.

If any staff, volunteers or Trustees outside of the Management Team become aware of any comments online that they think have the potential to escalate into a crisis, whether on The Pump House Project’s social media channels or elsewhere, they should speak to the Project Manager immediately.

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. The Pump House Project staff, volunteers and Trustees are expected to behave appropriately, and in ways that are consistent with The Pump House Project's values and policies, both online and in real life.

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

2. Staff who have a personal blog or website which indicates in any way that they work at The Pump House Project should discuss any potential conflicts of interest with the Project Manager and/or The Finance Officer. Similarly, staff who want to start blogging and wish to say that they work for The Pump House Project are advised to discuss any potential conflicts of interest with the Project Manager initially.

3. Use common sense and good judgement. Be aware of your association with The Pump House Project and ensure your profile and related content is consistent with how you wish to present yourself to the *general public*.

4. If a staff member is contacted by the press about their social media posts that relate to The Pump House Project, they should talk to the Project Manager immediately and under no circumstances respond directly.

5. The Pump House Project 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 The Pump House Project, staff are expected to hold the Charity’s position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from The Pump House Project, and understand and avoid potential conflicts of interest.

6. Never use The Pump House Project's logo unless approved to do so. Permission to use logos should be requested from the Project Manager.

7. 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. You can find more information on your responsibilities when using our computer systems in our Data Protection Policy.

8. 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.

9. We encourage staff to re-share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support The Pump House Project 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 Management Team 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 staff are posting content on social media as part of their job or in a personal capacity, they should not bring The Pump House Project 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. 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. Please refer to our Confidentiality Policy for further information.

Discrimination and harassment

Staff, Volunteers and Trustees should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Pump House Project 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

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. This is in line with The Pump House Project's 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 considers that a person/people is/are at risk of harm, they should report this to the Management Team 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 The Pump House Project follows the same rules as the offline 'real-life' relationship. Staff should, where possible, 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, if possible, also ensure that the site itself is suitable for the young person and The Pump House Project content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of The Pump House Project is not a right but an opportunity, so it must be treated seriously and with respect.