



SOCIAL MEDIA POLICY

A guide for staff and volunteers on using social media to promote the work of Broadwindsor and District Community Enterprise (BADCE).

This policy will be reviewed on an ongoing basis.
BADCE will amend this policy, following consultation, where appropriate.

Date of last review: 27 July 2023

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 BADCE's work. Appointed staff and volunteers may at times participate in social media to engage with our audience, participate in relevant conversations and raise the profile of BADCE'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 BADCE'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, volunteers and management board members, and applies to content posted on both a BADCE device and a personal device. Before engaging in work-related social media activity, this policy must be read.

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 BADCE, and the use of social media by staff and volunteers 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 and volunteers support and expand our official social media channels, while protecting BADCE and its reputation and preventing any legal issues.

Point of contact for social media

The Communications Management Committee Member is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Communications MCM. No other staff member or volunteer can post content on BADCE's official channels without the permission of the Chairman or Communications MCM.

Which social media channels do we use?

BADCE uses the following social media channels:

Facebook: <https://www.facebook.com/BroadwindsorCommunityStores/>

Twitter: <https://twitter.com/BroadwindsorCS>

Website: <https://www.broadwindsorcommunitystores.org>

Instagram: https://instagram.com/broadwindsor_community_shop

Guidelines

Using BADCE's social media channels — appropriate conduct

1. The Communications Management Committee Member is responsible for setting up and managing BADCE's social media channels. Only those authorised to do so by the Management Committee will have access to these accounts.

2. Be an ambassador for our Community Enterprise. Staff and volunteers should ensure they reflect BADCE'S values in what they post and use our tone of voice.

Guidelines: BADCE's voice must be friendly, helpful, positive, show care and understanding for all members of the local community and for other community enterprises. Our local community is the village of Broadwindsor and the surrounding villages within the District.

3. Make sure that all social media content has a purpose and a benefit for BADCE, and accurately reflects BADCE'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. Staff and volunteers 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 BADCE. 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.

8. Always check facts. Staff and volunteers 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. Staff and volunteers should refrain from offering personal opinions via BADCE's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about BADCE's position on a particular issue, please speak to a member of the management committee.

11. 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.

12. BADCE 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.

13. If a complaint is made on BADCE's social media channels, staff should seek advice from the Committee before responding.

14. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the enterprise's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the enterprise.

15. When working in partnership with a company or an organisation, make sure to have their approval before posting about a joint project.

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. BADCE staff and volunteers are expected to behave appropriately, and in ways that are consistent with BADCE's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive BADCE. You must make it clear when you are speaking for yourself and not on behalf of BADCE. If you are using your personal social media accounts to promote and talk about BADCE's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent BADCE's positions, policies or opinions."
2. Staff who have a personal blog or website which indicates in any way that they work at BADCE should discuss any potential conflicts of interest with the Chairman.
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 BADCE's view.
4. Use common sense and good judgement. Be aware of your association with BADCE and ensure your profile and related content is consistent with how you wish to present yourself to the community, team, members, customers and funders.
5. If a staff member or volunteer is contacted by the press about their social media posts that relate to BADCE, they should talk to the Committee immediately and under no circumstances respond directly.
6. Never use BADCE's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Committee.
7. Think about your reputation as well as BADCE'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.
8. We encourage staff and volunteers to share tweets and posts that BADCE issues. When online in a personal capacity, you might also see opportunities to comment on or support BADCE and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff and volunteers 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 Committee 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 BADCE 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 BADCE is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

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 BADCE 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

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 Communications Committee Member 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 and volunteers should ensure the online relationship with BADCE 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 and volunteers should also ensure that the site itself is suitable for the young person and BADCE content and other content is appropriate for them. Please refer to our Safeguarding Policy.