Social Media Policy

A guide for trustees on using social media to promote the work of the

**Kathleen Graham Trust** and in a personal capacity

# Version Control

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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 **The Kathleen Graham Trust'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 Kathleen Graham Trust'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 **Kathleen Graham Trust'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 a**Kathleen Graham Trust**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 **The Kathleen Graham Trust**, 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

**Caroline Clarke** 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 this trustee.No other staff member / trustee can post content on **The Kathleen Graham's** official channels without the permission of **Caroline Clarke**.

Which social media channels do we use?

**The Kathleen Graham Trust** uses the following social media channels:

* Facebook - [www.facebook.com/TheKathleenGrahamTrust](http://www.facebook.com/TheKathleenGrahamTrust)
* Twitter – www.twitter.com/kathleengrahamtrust
* Instagram - [www.instagram.com/thekathleengrahamtrust](http://www.instagram.com/thekathleengrahamtrust/)

The **Kathleen Graham Trust** primarily deploys social media to establish the profile of the Trust within the communities that it supports and to showcase the work that the Trust undertakes. It lends visibility to the enterprises that the **Kathleen Graham Trust** embarks upon and the types of projects that it supports.

Guidelines

Using the Kathleen Graham Trust’s social media channels — appropriate conduct

1. **Caroline Clarke** is responsible for setting up and managing the **Kathleen Graham Trust’s** social media channels. Only those authorised to do so by **Caroline Clarke** will have access to these accounts.

2. Our digital communications officer will endeavour to respond to comments on **Kathleen Graham Trust** social media always in a timely fashion.

3. Be an ambassador for our brand. Staff should ensure they reflect **The Kathleen Graham Trust’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 Kathleen Graham Trust’s** social media channels.

4. Make sure that all social media content has a purpose and a benefit for the **Kathleen Graham Trust**, and accurately reflects the **Kathleen Graham Trust’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 the **Kathleen Graham Trust** wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to **Caroline Clarke** 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 **The Kathleen Graham Trust.**

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 **Kathleen Graham Trust’s** social media

accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in

doubt about the **Kathleen Graham Trust’s** position on a particular issue, please speak to **Caroline**

**Clarke.**

13. It is vital that the **Kathleen Graham Trust** 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 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 **Kathleen Graham Trust**. This could confuse messaging and brand awareness. By having official social media accounts in place, the digital communications officer, **Caroline Clarke**, can ensure consistency of the brand and focus on building a strong following.

16. The **Kathleen Graham Trust** 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 **Kathleen Graham Trust’s** social media channels, staff should seek advice from the board of trustees 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.

**Caroline Clarke** regularly monitors our social media spaces for mentions of the **Kathleen Graham Trust** 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, **Caroline Clarke** will do the following:

* Immediately raise awareness of same with the **Kathleen Graham Trust** trustees to seek clarification and a solution to the crisis.
* Actively execute the proposed solution to overcome the crisis.
* Monitor the response to the action taken and report back to trustees regarding outcome of same.

If any staff outside of **Caroline Clarke** become aware of any comments online that they think have the potential to escalate into a crisis, whether on the **Kathleen Graham Trust’s** social media channels or elsewhere, they should bring to the attention of the **Kathleen Graham Trust** trustees 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. **Kathleen Graham Trust** trustees are expected to behave appropriately, and in ways that are consistent with the **Kathleen Graham Trust’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 **Kathleen Graham Trust**. You must make it clear when you are speaking for yourself and not on behalf of **Kathleen Graham Trust**. If you are using your personal social media accounts to promote and talk about **Kathleen Graham Trust’s** work, you must use a disclaimer such as: "The views expressed on this site are my own and do not necessarily represent **Kathleen Graham Trus**t’s positions, policies or opinions."

2. Staff who have a personal blog or website which indicates in any way that they work at the **Kathleen Graham Trust** should discuss any potential conflicts of interest with the chairperson of the charity, **Ann O’Neill**. Similarly, staff who want to start blogging and wish to say that they work for **Kathleen Graham Trust** should discuss any potential conflicts of interest with the chairperson of the charity.

3. Use common sense and good judgement. Be aware of your association with the **Kathleen Graham Trust** and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.

4. The **Kathleen Graham Trust** works with several high profile people, including celebrities, journalists, politicians*.* 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 **Caroline Clarke.** This includes asking for retweets about the charity.

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 **Caroline Clarke** to share the details.

5. If a trustee is contacted by the press about their social media posts that relate to the **Kathleen Graham Trust,** they should talk to **Caroline Clarke** immediately and under no circumstances respond directly.

6. The **Kathleen Graham Trust** 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 **Kathleen Graham Trust**, trustees are expected to hold **Kathleen Graham Trust**’s position of neutrality. Trustees who are politically active in their spare time need to be clear in separating their personal political identity from the **Kathleen Graham Trust**, and understand and avoid potential conflicts of interest.

7. Never use the **Kathleen Graham Trust’s** charity name logos or trademarks unless approved to do so. Permission to use logos should be requested from the **Michelle Stewart.**

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 trustees 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 the **Kathleen Graham Trust** and the work we do. Where appropriate and using the guidelines within this policy, we encourage trustees 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 **Caroline Clarke** 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 **Kathleen Graham Trust** 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 **Kathleen Graham Trust** 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 **Kathleen Graham Trust** 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 charity’s CEO, **Frances Connolly**.

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 **Ann Floyd**, Safeguarding Officer, 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 **Kathleen Graham Trust** 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 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 the **Kathleen Graham Trust** content, and other content, is appropriate for them. Please refer to ourSafeguarding Policy.

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the **Kathleen Graham Trust** 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 **Caroline Clarke**.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, if a trustee releases information through the **Kathleen Graham Trust’s** social media channels that is considered to be in the interest of the public, the **Kathleen Graham Trust’s** Whistleblowing Policy must be initiated before any further action is taken.

**The template for the Kathleen Graham Trust was derived from the Charity Commissions Website at www.charitycomms.org.uk**