



Social Media Policy

Standing in the Gap. Registered charity no: 1174627

Postal address: Ferndown House, Milton Road, Bloxham, Banbury, OX15 4HD

www.sitgap.org

Contents

Introduction	1
What is social media?	1
Why do we use social media?	2
Why do we need a social media policy?	2
Setting out the social media policy.....	2
Point of contact for social media	2
Which social media channels do we use?	2
Using SITG's social media channels: appropriate conduct.....	3
Use of personal social media accounts: appropriate conduct.....	4
Further guidelines	6
Libel	6
Copyright law	6
Confidentiality	6
Discrimination and harassment	6
Use of social media in the recruitment process	6
Protection and intervention	7
Under 18s and vulnerable people.....	7
Responsibilities and beach of policy	7
Public Interest Disclosure	7

Introduction

A guide for trustees, staff and volunteers on using social media to promote the work of Standing in the Gap and in a personal capacity.

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 Standing in the Gap'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 Standing in the Gap'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 Standing in the Gap'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, volunteers and trustees and applies to content posted on both a Standing in the Gap's 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 Standing in the Gap, 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 media team (Sam Game Clinical Director and Volunteer Rosie Elwyn) are 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 Clinical Director. No other staff member can post content on Standing in the Gap's official channels without the permission of the Clinical Director/trustees.

Which social media channels do we use?

Standing in the Gap uses the following social media channels:

Facebook (<https://www.facebook.com/pg/Standing-in-the-Gap-100309704719097>) and Instagram (<https://www.instagram.com/standinginthegap19/>) which it uses to raise the profile of SITG's work e.g. workshops and fundraising events; good quality information around child mental health and to encourage people to support or become involved in our work.

Twitter <https://twitter.com/StandingintheG1> to become aware and participate in the debate and discussion around child mental health in the UK. Twitter will be used to promote the work of SITG.

Guidelines

Using SITG's social media channels: appropriate conduct

1. The media team is responsible for setting up and managing Standing in the Gap's social media channels. Only those authorised to do so by the Clinical Director/trustees will have access to these accounts.
2. Trustees, Staff and volunteers should ensure they reflect Standing in the Gap's Christian 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 Standing in the Gap's social media channels.
4. Make sure that all social media content has a purpose and a benefit for Standing in the Gap, and accurately reflects Standing in the Gap's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them, if necessary signposting them to the Clinical Director for appropriate support around child mental health. Clinical details around children and their mental health should not be encouraged in public forums but users advised to contact Standing in the Gap through private and secure methods (e.g. email info@sitgap.org)
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 media team wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Clinical Director/Trustees 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 Standing in the Gap. 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, and 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. Trustees / Staff and Volunteers should refrain from offering personal opinions via Standing in the Gap's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Standing in the Gap's position on a particular issue, please speak to the Clinical Director.

13. It is vital that Standing in the Gap does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Trustees / Staff and 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. Trustees / Staff and Volunteers should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Standing in the Gap. This could confuse messaging and brand awareness. By having official social media accounts in place, the media team can ensure consistency of the brand and focus on building a strong following.

16. Standing in the Gap 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 Standing in the Gap's social media channels, staff should follow the Complaints policy to manage it and seek advice from the Clinical Director before responding. If they are not available, then staff should speak to the Chair 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. Examples might include: inflammatory comments about child mental health, blaming of children or parents and derogatory terms in respect of child mental health issues. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The media team regularly monitors our social media spaces for mentions of Standing in the Gap 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 media team will contact the trustees.

If any staff, volunteers or trustees outside of the media team become aware of any comments online that they think have the potential to escalate into a crisis, whether on Standing in the Gap's social media channels or elsewhere, they should contact the Clinical Director 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. Standing in the Gap staff and trustees are expected to behave appropriately, and in ways that are consistent with Standing in the Gap's values and policies, both online and in real life.

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

2. Staff who have a personal blog or website which indicates in any way that they work at Standing in the Gap should discuss any potential conflicts of interest with the Clinical Director and the trustees. Similarly, staff who want to start blogging and wish to say that they work for Standing in the Gap should discuss any potential conflicts of interest with the Clinical Director.

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 Standing in the Gap 's view.

4. Use common sense and good judgement. Be aware of your association with Standing in the Gap and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.

5. Standing in the Gap may in the future works with high profile people, including celebrities, journalists, politicians and major donors. 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 Standing in the Gap. 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 the Clinical Director to share the details.

7. If a staff member is contacted by the press about their social media posts that relate to Standing in the Gap, they should talk to the media team and trustees immediately and under no circumstances respond directly.

8. Standing in the Gap 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 SITG, staff, volunteers and trustees are expected to hold Standing in the Gap 's position of neutrality. Staff, volunteers and trustees who are politically active in their spare time need to be clear in separating their personal political identity from Standing in the Gap, and understand and avoid potential conflicts of interest.

9. Never use Standing in the Gap 's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Clinical Director/trustees.

10. We encourage staff 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 Standing in the Gap 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 media 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 Standing in the Gap 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 Standing in the Gap 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 Standing in the Gap 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

Recruitment should be carried out in accordance with the Recruitment and Selection Policy, and associated procedures and guidelines. Any advertising of vacancies should be done through HR and the Trustees.

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 Standing in the Gap 's Equal Opportunities and Diversity 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 Clinical Director 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 Standing in the Gap 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 SITG 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 Standing in the Gap 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. Please refer to our Discipline policy for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Clinical Director/trustees.

Public Interest Disclosure

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