



## **Braintree Youth Project Charity**

### **Social Media Policy**

#### **Policy statement**

This policy is intended to help volunteers and staff make appropriate decisions about the use of social media, such as blogs, wikis, social networking websites, podcasts, forums, message boards, comments on web articles or any other social media.

This policy covers all individuals working with BYPC as paid staff or volunteers, including Board Members, and may be amended by the Board at any time.

#### **Key principles**

Everyone at BYPC has a responsibility to ensure they protect the reputation, culture and values of the organisation, and to treat colleagues and service users with honour and respect. It is important to protect everyone at BYPC from allegations and misinterpretations which might arise from the use of social networking sites.

Safeguarding children, young and vulnerable people is a key responsibility of all members of staff and volunteers and it is essential that everyone at BYPC acts responsibly when they use social networking sites, even at times when they are not actively involved in the work of the charity.

#### **Aims**

To set out key principles and codes of conduct expected of all members of staff, volunteers and board members at BYPC with respect to social networking.

To further safeguard and protect children, young people, vulnerable adults and staff.

#### **Responsibility for implementation of the policy**

The BYPC Board has overall responsibility for the effective implementation of this policy.

All staff and volunteers are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff and volunteers should ensure that they take the time to read and understand it.

Questions regarding the content or application of this policy should be directed to the BYPC Board.

#### **Using social media sites in the name of BYPC**

Only the paid staff, Board Members and designated volunteers are permitted to post material on a social media website on behalf of the charity.

#### **Using work related social media**

When posting on social media staff and volunteers should use the same safeguards and

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standards as they would with any other type of communication relating to BYPC that is in the public arena. Employees are authorised to contribute to BYPC's social media activities, as long as they interact in a manner that is faithful to the culture and values of the charity.

### **Personal use of social media sites**

Personal use of social media by staff and volunteers must comply with our policies including Safeguarding, Anti-Bullying, Equality and Diversity, Data Protection and the Complaints procedure.

Staff members and Volunteers are requested NOT to have personal contact and friendship through social media with service users for their own protection from accusations which might arise.

### **Monitoring use of social media websites**

Staff should be aware that any social media websites may be monitored.

### **BYPC rules for use of Social Media**

- Do not upload, post, forward or post a link to any content which might be deemed abusive, obscene, discriminatory, harassing, derogatory or defamatory.
- Never disclose private or confidential information.
- Before you include a link to a third party website, check that any terms and conditions of that website permit you to link to it.
- Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip that might be deemed inappropriate by the Board.
- Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of BYPC. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- Don't escalate heated discussions; try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.
- Avoid publishing your contact details where they might be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- Avoid communicating with service users (children, young people and parents/carers) via social networking using your personal account (exceptions to this rule may be relations or close family friends).
- If you see anything posted on social media that gives you cause for concern regarding BYPC's reputation or public face, please report immediately to the Centre Manager or a Board member.

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Approved: January 2019

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