



## **SOCIAL MEDIA POLICY**

Social media is essential to the success of communicating SNAPS' work. It is important for some members of the team to participate in social media to engage with our families and supporters, participate in relevant conversations and raise the profile of SNAPS.

This policy sets out guidelines on how social media should be used to support the work of SNAPS, and the use of social media by employees 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 support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

### **Which Social Media Channels Do We Use?**

SNAPS uses the following social media channels:

**Facebook:** <https://www.facebook.com/snapsyorkshire>  
<https://www.facebook.com/groups/2468722513305430>

**LinkedIn:** <https://www.linkedin.com/company/snaps-yorkshire>

We use our accounts to communicate to our primary audiences of supporters and families. On Facebook, we have a company profile, as well as a Family Group to communicate about relevant news and events to SNAPS service users only.

### **Roles and Responsibilities**

The primary contact at SNAPS for our social media accounts is Communications Manager. Please discuss with them if you require access to any social media channels or have any queries relating to both personal or company social media.

Team members with access to SNAPS' social media accounts may publish day-to-day content about company activities, news and events. Employees must be familiar with SNAPS' social media policy before posting content on our social media channels.

For higher profile company announcements, additional approval may be required from Communications Manager or CEO.

New social media accounts in SNAPS' name should be approved by the Communications Manager. If there is a case to be made for opening a new



account in SNAPS name, please speak to the Communications Manager.

Please report any breach or incident on social media immediately to the Communications Manager or Chief Executive.

### **Publishing and Monitoring of Content**

When posting on any SNAPS channel, be an ambassador for our brand and ensure you reflect SNAPS values. Make sure that all social media content has a purpose and a benefit for SNAPS and/or our audiences.

Bring value to our audience. Answer their questions, help and engage with them. Reply to comments in a timely manner, when a response is appropriate.

Please refer to our brand guidelines when creating written, visual or audio content. Also take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors, and check the quality of images.

Our tone of voice should be consistent and reflect SNAPS' values. Using friendly, conversational language shows that we are human and makes our social media posts more readable and engaging.

Please avoid jargon and try to keep sentences short. Talk about SNAPS in the first person, using "we" rather than "they."

If you're unsure, don't post it. Err on the side of caution and if you feel an update or message has the potential to cause complaints or offence, seek advice from the Communications Manager.

SNAPS employees 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.

Please refrain from offering your personal opinions via SNAPS' social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. SNAPS is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.

Content about specific supporters or service users should not be used without their express permission. If using interviews, videos or photos that clearly identify a child or young person, please must ensure that you have the

consent of a parent or guardian before using them on social media, as per our Photography Policy.

### **Issues and Complaints**

Sometimes issues can arise on social media which can escalate into a crisis 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 a complaint is made on SNAPS' social media channels, please seek advice from our Communications Manager or Chief Executive, before responding. Please bring complaints to the attention of our Communications Manager and Chief Executive as soon as possible so that the complaint can be dealt with promptly and in line with SNAPS' Complaints Policy.

If members of the SNAPS team become aware of any comments online that they think have the potential to escalate into a crisis, whether on SNAPS' social media channels or elsewhere, they should speak to the Communications Manager or Chief Executive immediately.

### **Family Facebook Group**

Our Facebook Group is a closed group for us to share activities and news, and for parents to privately share photos and to share knowledge and experiences.

We have some Group Rules that group members are expected to follow. These are:

*Be kind and courteous:* We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required. Any posts or comments that are intended to deliberately provoke others will be removed.

*No hate speech or bullying:* Make sure that everyone feels safe. Bullying of any kind isn't allowed, and degrading, offensive or abusive comments about things such as race, religion, culture, sexual orientation, gender or identity will not be tolerated.

*Respect everyone's privacy:* Being part of this group requires mutual trust. Authentic, expressive discussions make groups great but may also be sensitive and private. What's shared in the group should stay in the group.



*Advertising and spam:* whilst we welcome members sharing their experience of a relevant group or event they have discovered or attended, we respectfully ask that they do not use the group to promote business services, events or products for personal financial gain.

We reserve the right to hide comments if inappropriate or remove group members violating our guidelines.

## **Security**

When you are using SNAPS' social media sites at work, it is important that you do so securely and in accordance with our Cyber Security policy.

Please:

- Keep both personal and SNAPS-issued computers, tablets and mobile phones secure
- Keep all devices password protected and change passwords regularly
- Do not leave devices exposed or unattended
- Log into SNAPS' accounts and through secure and private networks only
- Be on guard for social engineering and phishing attempts
- Never reveal sensitive details through social media channels

## **Use of Personal Social Media Accounts**

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. SNAPS employees are expected to behave appropriately, and in ways that are consistent with SNAPS' values and policies, both online and in real life.

Use common sense and good judgement. Be aware of your association with SNAPS and ensure your profile and related content is consistent with how you wish to present yourself to our families and supporters.

SNAPS 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 SNAPS, employees are expected to hold SNAPS' position of neutrality. Members of the team, who are politically active in their spare time need to be clear in separating their personal political identity from SNAPS and understand and avoid potential conflicts of interest.

Employees who have a personal blog or website which indicates in any way that they work at SNAPS should discuss any potential conflicts of interest with their line manager.



We encourage employees 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 SNAPS and the work we do. Where appropriate and using the guidelines within this policy, we encourage this as it provides a human voice and raises our profile.

Don't escalate things. It's easy to post a quick response to a contentious status update and then regret it. Employees should always take the time to think before responding and hold back if they are in any doubt at all. Take the discussion off-line out of the public domain.

If contacted by the press via social media about SNAPS, please direct them to our Communications Manager.

### **Use of Social Media in the Recruitment Process**

Use of social media for recruitment should be carried out in accordance with SNAPS' Equal Opportunities Policy. A candidate's social media accounts should only be viewed during the recruitment process when relevant to their suitability for the role and the candidate's skills, education and experience.

### **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, employees should ensure the online relationship with SNAPS follows the same rules as the offline 'real-life' relationship and in accordance with our Safeguarding Policy.

### **Public Interest Disclosure**

Under the Public Interest Disclosure Act 1998, if an employee releases information through SNAPS' social media channels that is in the interest of the public, SNAPS' Whistleblowing Policy must be initiated before any further action is taken.

### **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether employees are posting content on social media as part of their job or in a personal capacity, they

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should not bring SNAPS into disrepute by making defamatory comments about individuals or other organisations or groups.

### **Copyright Law**

It is critical that all employees 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 employees make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or that SNAPS is not ready to disclose yet, or content or information that could be considered confidential or commercially sensitive.

### **Discrimination and Harassment**

Employees should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official SNAPS 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

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