

SOCIAL MEDIA POLICY



Version	Date	Details	Lead
1.0	01/03/10	Policy Drafted	Ryan Houston
1.1	01/09/18	Policy Adopted	

Policy level:	Operational Advised read for all colleagues, mandatory read for all Communications Volunteers, and senior management involved in area. Policy Leads: Ryan Houston (Director) - Naadjele Hartey (Communications Director)
Author:	Ryan Houston, Director of Rainbow Foundation
Effective from:	1st March 2018
Policy control:	V1 - Effective 01/09/19
To be reviewed:	October 2020 (with annual interim reviews by operational policy group)

Contents Section

	Page number
Policy Statement	2
Scope	2
Using personal social media	2
Representing our organisation	3
Disciplinary Consequences	3
Our online community	3

Policy statement

Our Social Media Policy provides a framework for using company social media platforms. Social media is a place where people exchange information, opinions and experiences, to learn, develop and have fun.

When responding to followers on our social media platforms you should remain productive, and avoid causing damage to the organisation in any way.

This policy provides practical advice to avoid issues that might arise.

Complaints, comments or compliments, should be sent in writing to Info@rainbow-foundation.org.uk. Emails will be reviewed and responses given in due course.

Scope

We expect all of our employees and volunteers to follow this policy.

By 'social media,' we refer to a variety of online communities like blogs, social networks, chat rooms, forums - not just platforms like Facebook or Twitter.

This policy is built around two different elements: one - using personal social media - and two, representing our company through social media.

Using personal social media: With organisation resources

Whether you're using your accounts for business or personal purposes, you may easily get sidetracked by the vast amount of content available. But, we expect you to act responsibly and ensure your productivity isn't affected.

We ask you to be careful when posting on social media, too. We can't restrict what you post there, but we expect you to adhere to our confidentiality policies at all times.

We also caution you to avoid violating our Code of Conduct Policy or posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong). In general please:

- Ensure others know that your personal account, or statements, don't represent our company. You shouldn't state or imply that your personal opinions and content are authorised or endorsed by our organisation. We advise using a disclaimer such as 'opinions are my own' to avoid misunderstandings.

- Avoid sharing intellectual property like trademarks on a personal account without approval. Confidentiality policies and laws always apply.
- Avoid any defamatory, offensive, or derogatory content. It may be considered as a violation of our company's Code of Conduct, if directed towards colleagues, service users, or partners.

Representing Our Organisation

Some employees represent our company by handling corporate social media accounts, or speak on our company's behalf. When you're sitting behind a corporate social media account, we expect you to act carefully and responsibly to protect our company's image and reputation. You should:

- Be respectful, polite and patient, when engaging in conversations on our company's behalf. You should be extra careful when making declarations or promises towards service users, and stakeholders.
- Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- Follow our Confidentiality Policy, and where necessary, Data Protection Policy & Code of Conduct, observe laws on copyright, trademarks, plagiarism and fair use.
- Inform our Communications Director, or Platform Lead, when you're about to share any major-impact content.
- Avoid deleting or ignoring comments for no reason. We should always listen, and reply to criticism.
- Never post discriminatory, offensive or libelous content and commentary.
- Correct, or remove, any misleading or false content as quickly as possible.

Disciplinary Consequences

We'll monitor all social media postings on our corporate accounts.

We may have to take disciplinary action, leading up to and including termination for employees, where clear breaches of this policy's guidelines have not been followed. Examples of non-conformity include, but are not limited to:

- Disclosing confidential information through personal or corporate accounts.
- Directing offensive comments towards other members of the online community.

Our Online Community

As mentioned within this policy, the organisation aims to exist on social media platforms to further the reach of our work, and share information on our company development with our members, followers, and partners.

We will utilise a range of different social media platforms to reach our target community, and we will aim to nurture an environment where meaningful conversations can be nurtured.

In an effort to create a safe environment, we have a zero tolerance approach to the following:

- Hate-speech of any kind
- Derogatory comments towards other members/followers
- Misleading or libelous information being shared on our platforms

Users that continue to disregard the guidelines set out in this policy, will be banned from our platforms.

Inappropriate Content

Followers that believe content that is inappropriate exists on our platforms, or believe that 'we' as a corporate body have responded in an inappropriate way, should refer to our Complaints Policy, for further information on how to raise concerns.