

Social Media Policy

Introduction

This policy outlines the behaviour that is expected of all Company Associates, Members, Volunteers and individuals from other organisations who engage with our members through any online activities during the course of their Freewheelers work.

The Company uses the following forms of social networking media to engage with members, professional arts organisations and the general public: Facebook, Twitter, Vimeo, YouTube, Blogs.

Purpose

This policy has been developed to provide advice and guidelines to help protect vulnerable adults and children, and to help identify practices which could be mistakenly interpreted and perhaps lead to allegations made against individuals appointed by the Company. The policy will also help to safeguard vulnerable people by reducing the possibility of anyone using their role within the organisation to gain access to vulnerable people in order to abuse them.

The policy is also designed to advise staff on what is, and what is not, acceptable when posting comments relating to professional matters and so will also protect the online reputation of the Company and its associates.

This policy is a guide to the acceptable use of social networking by Company associates. There will always be a risk when using social networking: however, this risk can be limited by abiding by the following 'Do & Don't' guidelines.

DO:

DO post regularly on social media networks

DO re-tweet relevant Tweets by other organisations

DO thank people for positive comments and encourage people to attend Company activities and events

DO think about how your personal social media networking affects the reputation of the Company. Bringing the organisation into disrepute through the use of social media will result in disciplinary procedures being commenced.

DO be cautious about accepting requests to connect with adult colleagues and members on social media. Consider whether you know them well enough to invite them into your personal network and are willing to conduct yourself on social media with the same professionalism you would at a Company workshop.

DO review your privacy and security settings regularly to ensure that any posts relating to the Company or seen by Company contacts are appropriate.

DO seek advice from a member of staff if you receive or notice postings of a sensitive nature.

DO ensure that the Company have permission from people included in any photo or video before making this public. Permission should be sought before shooting, not retrospectively. The Company database holds records of photo and video consent and can currently be accessed by the Programme Co-ordinator, Founder/Fundraiser, Workshop Co-ordinator, Data Manager. Please ask one of them if you are unsure.

If authorised to post from the Freewheeler's account, DO engage with relevant topics around disability politics, in a way which opens discussion as opposed to subscribing to a single closed viewpoint. (e.g. sharing a comment article from a newspaper website, and asking our followers to share their thoughts about it).

DO NOT:

DO NOT accept requests to connect from any students under 18 years of age.

DO NOT 'Tag' children and young people in photos on any website. All Facebook security settings should be set so that 'Tagging' is disabled. 'Tagging' of people under 18 can breach Safeguarding guidelines.

DO NOT 'Tag' people over 18 unless you have their permission to do so.

DO NOT encourage members to publish personal information on any online network.

DO NOT interact with members of the press on Twitter. If approached by members of the press please forward queries to the General Manager or appointed deputy.

DO NOT hold personal conversations on the Company's social networking forums.

DO NOT post negative comments about any artists, projects or performances.

DO NOT comment on legal cases at any time.

DO NOT post, or respond to, negative comments about the Company online. Forward these to the General Manager or appointed deputy who will advise on a course of action (with reference to Safeguarding policies where necessary).

DO NOT make negative comments about workshops or performances on either the Company's, or personal social network forums.

DO NOT use your own Social Media accounts to write derogatory or negative things about the Company.

DO NOT make posts which claim to give the Company's viewpoint on a political topic unless you are authorised to post from the Company's social media account.

DO NOT attack individual politicians, councillors or activists in the name of the Company.

END OF POLICY

Next review Jul 2022
