

Social Media Policy

This document consists of

- Policy statement
- Scope of policy
- Guidelines for use of social media
- Dealing with misconduct

Updated April 2023

Review date April 2025

Responsible Person: Will Benson

Content

1. Policy Statement 3

2. Scope of the policy 3

3. Personnel responsible for implementing policy 4

4. Guidelines for responsible use of social media..... 4

5. Guidelines for personal use..... 5

1. Policy Statement

Kids Kabin recognises that:

- Social media is a powerful set of professional tools for awareness raising and publicity. Kids Kabin would like to maximise the use of these channels to share information with stakeholders such as funders, schools, partner and support organisations, and businesses.
- Social media is used by parents and families to link into relevant activities in the community. Kids Kabin would like to encourage parents to engage with Kids Kabin social media to find out what we provide and how their children can get involved.
- There are risks inherent with the use of social media. Kids Kabin wants to ensure its reputation is not damaged by the inappropriate use of social media.
- Staff and volunteers will use social media in their personal lives. Kids Kabin wants to maintain clear boundaries between professional and personal use of social media.
- Children and young people can be at risk while using social media. Therefore, Kids Kabin wants to ensure safe and age-appropriate use within agreed legislation.
- Social media needs to be monitored and inappropriate use will be sanctioned through disciplinary procedures.

2. Scope of the Policy

- 1.1 This policy covers staff and volunteers affiliated with Kids Kabin.
- 2.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, YouTube, Twitter, Instagram and **all** other social networking sites, and **all** other internet-based postings, including blogs.
- 2.3 It applies to use of social media both for official Kids Kabin staff and volunteers, for both professional and personal purposes, whether posts take place during working hours or otherwise. The policy applies regardless of whether the social media is accessed using Kids Kabin's IT facilities and equipment or on equipment belonging to staff/volunteers.

3. Personnel responsible for implementing the Policy

- 3.1 All staff have responsibility for operating within the boundaries of this policy, ensuring that we all understand the standards of behaviour expected of them and that they take action when behaviour falls below this. Staff and volunteers should be familiar with this policy.
- 3.2 All Managers are responsible for the application of this policy and any misuse of social media or questions regarding the content or application of this policy should be reported to Will Benson or Stephanie Beckman. This policy will be covered at induction for all staff and volunteers and at a yearly social media staff update.
- 3.3 Any content which raises a safeguarding concern must be reported to Will Benson in line with the reporting procedures outlined in Kids Kabin's Safeguarding Policy.

4. Guidelines for responsible use of social media

4.1 Roles and responsibilities

- Kids Kabin currently maintains a Facebook page, a LinkedIn page, a Twitter channel and a YouTube channel. All official social media accounts are managed by Kids Kabin Manager Will Benson (hereafter referred to as the manager). New official social media accounts and admin access can only be created by the Manager and Business Support Manager.
- All official social media accounts will be created and kept under a specific Kids Kabin email account.
- The Business Support Manager is responsible for the security of passwords and upkeep of these accounts.
- The Business Support Manager grants access to other members of staff and volunteers to administer accounts and groups on different platforms and to post content.
- Staff who are granted access to post or create content in an official capacity must have undergone supervision and, where required, training in appropriate conduct specific to each platform.
- In order to ensure consistency of content, approval would need to be sought from Stephanie Beckman, Business Support Manager, before it is posted. Additional approval from Will Benson, Manager, may have to be sought if there is specific communications going out eg. high profile announcements or dealing with a social media crisis.

- Stephanie Beckman, Business Support Manager and Jule Wilson, Communications Consultant, will be responsible for reviewing and moderating content on an ongoing basis.
- Access to accounts can be revoked by the manager at any time. If a staff member or volunteer leaves Kids Kabin, then their admin rights will also terminate at the same time.

Designation of Responsibilities

Description of Role	Responsible Persons	Frequency
Staff training Volunteer training	Will Benson or Stephanie Beckman Staff members	Annually
Accounts manager – upkeep of passwords, consistency of content across platforms, assigning administrators	Will Benson or Stephanie Beckman	As needed
Account administration by social platform – oversee activity of individual platforms	Assigned staff and volunteers	As needed
Risk Assessment (Data Protection)	Stephanie Beckman	Annually
Publishing on website, blog, and other social media platforms	Assigned staff and volunteers through Stephanie Beckman	LinkedIn – monthly Blog – monthly Website – updates as needed
Publishing regular activity content	Assigned staff and volunteers through Stephanie Beckman	As and when depending on relevant activities
Checking content prior to publishing	Stephanie Beckman	As and when depending on relevant activities
Monitoring account activity	Assigned staff and volunteers	As needed
Reviewing policy	Will Benson Stephanie Beckman Board members	Every 2 years

4.2 Publishing content

- When creating posts on official Kids Kabin social media channels, posts should contain relevant information that aligns with the values and interests of Kids Kabin, such as news on major projects, summaries of past events, information on upcoming events, etc. This includes the sharing of shared party content and comments.
- All posts should, where possible, include video or imagery and a call to action, whether that's a link to a piece of content on the website, or a 'contact us' message, or a donation request.
- When sharing posts not authored by Kids Kabin, the content should be relevant to Kids Kabin's interests. Majority of content should be related to Kids Kabin core activities, and not activities of its partners or community organisations.

4.3 Monitoring accounts

- Social media accounts should be monitored on a regular basis, varying on the platform, by the assigned administrator.
- Remove inappropriate content when necessary. Such inappropriate content includes spam, advertising, offensive statements, inaccurate information, vulgar or inflammatory language, unconstructive criticism, or information that purposely or inadvertently identifies individuals in a way that breaches their privacy.

4.4 Responding to negative comments

- Kids Kabin recommends that any negative comments left on Kids Kabin's profiles should be left visible on the account for reasons of transparency, provided content is not defamatory or untrue, and responses should be agreed on a case by case basis if appropriate, with a manager. We encourage people with different opinions and perspectives to join the conversation. If deemed appropriate following consultation with a manager, take the opportunity to respond and reframe the negative comment in a positive light.
- If a comment regards a complaint or violates an existing policy such as safeguarding or equal opportunities, notify a Manager and direct the sender to the appropriate person or method for follow up. Refer to the existing policy for further action.
- Message an individual privately if disclosing any private information.
- No representative of Kids Kabin is expected to tolerate abuse. If abusive content or messages are directed towards you via our social media channels, **do not** respond and report this to a manager.

4.5 Responding to positive and neutral comments

- If a positive or neutral comment warrants a response, a public, appropriate response can be made. Kids Kabin wants to encourage community building and stimulate discussions by engaging in real-time feedback.

4.6 Privacy and permissions

- All photos and videos that contain faces of individuals can only be published after a consent form is signed by the individuals or where they are vulnerable or under 18, their guardians. Photos will not be published with any personal information about the service user.
- Only designated staff are able to take photos for use in Kids Kabin social media. Photos will be stored in an assigned location on the Kids Kabin server.
- The Business Support Manager will carry out regular checks to ensure that photos are downloaded and stored appropriately.
- All staff and volunteers are to be made aware of the policy regarding photo use of individuals who attend Kids Kabin activities.
- Kids Kabin allows tagging or mentioning of partner organisations and businesses.
- Kids Kabin does not permit tagging of any individual (adults and under 18s). This includes staff, parents and any other person linked to the organisation.
- Kids Kabin does not allow the sharing of any private data.

4.7 Copyright and attribution

- Properly attribute ideas, words, images, and all forms of media that are not owned by Kids Kabin by providing a link to the original content and by using the author's name when possible.

4.8 Evaluation and review

- The impact of social media use will be measured based on activity and relevant stats generated by social media platforms and website.
- Practices and feedback will be reviewed every 3 months.

5. Guidelines for personal use

5.1 To help protect our organisation's reputation, staff/volunteers must not post disparaging or defamatory statements about:

- Kids Kabin
- Kids Kabin staff, our clients, volunteers or members past or present;
- Suppliers and vendors; and

- Other affiliates and stakeholders.
 - Staff/volunteers should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.
- 5.2 Staff and volunteers are personally responsible for what they communicate on social media (whether as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses (including Kids Kabin), colleagues, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.
- 5.3 Avoid posting comments about sensitive Kids Kabin related topics, such as our performance. Even if you make it clear that your views do not represent those of our charity, your comments could still damage our reputation.
- 5.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your Manager.
- 5.5 If you see content on social media that disparages or reflects poorly on Kids Kabin or our stakeholders, you should report it to a Manager. All staff and volunteers are responsible for protecting our reputation.
- 5.6 Staff use of social media should be taking into account their role within the organisation and not put anything up that could damage Kids Kabin's reputation. If staff and volunteers are friends through social media then they should not take advantage of that platform and be aware of practices such as cyberbullying.
- 5.7 Staff and volunteers should not communicate with parents via social media platforms (eg. Facebook messenger) unless it is the Kids Kabin social media account. Parents should be directed to mobile phone contact instead.
- 5.8 Staff and volunteers should not communicate with children and young people, whether privately or publicly, via social media channels.
- 5.9 If any staff member or volunteer becomes aware that a child is using an adult account to communicate with Kids Kabin via social media, they must ensure they report this to a Manager who can take appropriate measures internally to ensure the adult is aware.

6. Dealing with Misconduct

- 6.1 If a staff member or volunteer is found to be in breach of this policy, their supervisor will address this using the Grievance and Disciplinary Procedure.
- 6.2 Staff and volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy.
- 6.3. This policy links to all other policies; therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, safeguarding, whistle blowing, etc.