

# Social and Digital Media Policy

## Aims

**Youth@Heart (the charity)** recognises that those who are involved in its work use social and digital media which may also be used in their private lives. This policy is for all trustees, staff, volunteers, stakeholders and supporters (**charity representatives**) on the acceptable use of digital and social media.

The charity encourages the responsible use of social media. The purpose of this policy is to set out what the charity expects from charity representatives when using digital and social media. It is important to remember digital and social media is never private and the charity promotes its use in safe, appropriate, inclusive and creative ways. It is important that our values are reflected in all that we do.

This policy aims to:

- give clear guidelines on what charity representatives can say about the organisation;
- comply with relevant legislation and protect all charity representatives
- help manage performance effectively;
- help charity representatives draw a line between their private lives and their work with the charity.
- protect **the charity** against liability for the actions of people acting on its behalf.
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

## 1. Policy statement

- a. The charity** recognises that the internet provides unique opportunities to participate in interactive discussions and share information on a range of topics relevant to our work using a wide variety of social and digital media, e.g. Facebook, Twitter, Instagram, blogs etc. **This policy aims to protect individuals in any role and to encourage charity representatives to take responsibility for what is written, exercise good judgment and common sense.**
- b.** Inappropriate use of social and digital media can pose risks to the charity's confidential and proprietary information and reputation and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of work time and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect everyone acting on behalf of the charity to adhere to this policy.
- c.** This policy covers everyone who is a representative of the charity.
- d.** This policy deals with the use of all forms of social and digital media, including e-mail, Facebook, YouTube, Twitter and **all** other social networking sites, and **all** other internet postings, including blogs.
- e.** It applies to the use of social media both for volunteering and personal purposes,

whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to charity representatives.

- f. This policy links to all other policies, therefore social and digital media should never be used in a way that breaches any of the charities other policies; Equal Opportunities, GDPR, Privacy, Acceptable Use and Risk Management Policy's.

## 2. Personnel responsible for implementing the Policy

- a. All charity representatives are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to **Debbie Innes Youth@Heart Board of Trustees**.
- b. Any content which raises a safeguarding concern must be reported to the appointed **DSL and or the Chair of Trustees (Appendix C)** in line with the reporting procedures outlined in **the charity's** Safeguarding Policy.

## 3. Implementation and Responsibilities

- a. To help protect our business reputation. Representatives must not post disparaging or defamatory statements about:  
Youth@Heart, Youth@Heart staff, our clients, volunteers or members past or present suppliers and vendors and other affiliates and stakeholders.
- b. Any content which raises a safeguarding concern must be reported to the **Trustee responsible for Safeguarding** in line with the reporting procedures outlined in **the charity's** Safeguarding Policy.
- c. Charity representatives are personally responsible for what they communicate in social media (as part of their role or on personal sites). Also, once we place something in the public domain, it is there permanently for people to access, change and share it with others. Even if you delete a comment straight away, someone might have already seen it.
- d. Values will be reflected through our public behaviour, charity's representatives never do anything that would detrimentally affect YOUTH@HEART's reputation. All charity representatives charity should be clear about professional boundaries and avoid setting up false expectations in participants and others.
- e. A publicity consent must be obtained from the author/subject prior to posting images or text which may be used on social media.
- f. **Youth@Heart** does not permit tagging of vulnerable adults or anyone under the age of 18.
- g. There is no obligation for charity representatives to link their personal social media to any **Youth@Heart** social media.
- h. Charity representatives are not permitted to set up social media accounts for work purposes without prior consultation with the appropriate Committee and/or Trustees.

- i. If an affiliation as a representative of **Youth@Heart** is disclosed, it must also be stated that views do not represent those of the charity. For example, you could state, "the views in this posting do not represent the views of **Youth@Heart**." It should also be ensured that profiles and any content posted are consistent with the image presented to those worked with as part of a charity representative role.
- j. Charity representatives can only use a **Youth@Heart** email address if their role involves using social and digital media on behalf of the charity.
- k. Charity representatives who have admin authorities are responsible for the security settings of any charity social media sites used and should ensure they are set to the appropriate levels for agreed target audiences.
- l. Charity representatives must respect confidentiality at all times and protect confidential information. They must be aware of data protection if in doubt speak to the **Trustees**. Confidential information includes things such as unpublished details about the charities work, details of current projects, future projects, financial information, grant applications, key sponsors, or information held on young people, supporters, staff or volunteers.
- m. Charity representatives must avoid posting comments about sensitive **Youth@Heart** related topics, such as the charities performance. Even if it is made clear that views do not represent those of the charity, comments could still damage the charity's reputation.
- n. If uncertain or concerned about the appropriateness of any statement or posting, charity representatives need to refrain from making the communication until discussed with the volunteer supervisor, their line manager and/or a Trustee.
- o. If any content is seen in social media that disparages or reflects poorly on **Youth@Heart** or the charity's stakeholders, it should be reported to volunteer supervisor who is currently the **Partnership Development Officer**, and/or Trustees. All charity representatives are responsible for protecting our reputation.
- p. The details of business contacts made during the course of work are regarded as confidential information, and as such it is required that all such details be deleted from personal social networking accounts, this also applies when finishing working with/on behalf of **Youth@Heart**
- q. The contact details of charity representatives are subject to data protection. The storage of information that would breach the charities data protection policy is not permitted.
- r. Charity representatives will only set up pages for events, activities or groups for which the charity is responsible and have 'officer' or 'admin' responsibilities for. If a representative creates a group, hosts discussions or encourages media sharing on behalf of YOUTH@HEART, then the charity will adopt a code of conduct (**Appendix A**) to create a group agreement. A DSL or DDSL will be added as a member of every group in order to moderate the group.

#### **4. Publishing/sharing young people's images and creative work and information**

- a.** When participants first join a YOUTH@HEART activity a media permissions consent form is completed **Appendix B**
- b.** When photography/videography is taking place, the photographer/videographer must: 1. Check to ensure they identify permissions and don't take photos/video of those without permissions; 2. Ensure they explain to the young people/participants that if they would not like to be used in YOUTH@HEART publicity they must say so.
- c.** The charity will always ask a participant's or parent/carer's permission before publishing their creative work (music, videos, photography, writing and artwork.)
- d.** The charity will gain permission to use any photos of participants and quotes, and only use first names on any caption unless express permission is given by parent/carer and participants
- e.** The charity will never tag customers in photographs on social networks
- f.** The charity will not infringe copyright. If photos taken by someone else are used who is not part of YOUTH@HEART, then permission will always be sought for their use and the images credited. The same practice applies for any other content that has not been created originally by YOUTH@HEART
- g.** The charity will never give personal details about CHD patients on the website or social networks unless we have an agreement to do so.

#### **5. Personal use of social media**

- a.** We recognise that charity representatives may occasionally desire to use social media for personal activities in their place of work or by means of our computers, networks and other IT resources and communications systems. The charity authorise such occasional use during rest breaks so long as it does not involve unprofessional or inappropriate content and does not interfere with your charity role. You should not use **Youth@Heart** IT resources and communications systems for any matter that you wish to be kept private or confidential.
- b.** Personal social networking accounts will not be used to communicate directly with participants as this will blur boundaries between our professional and personal lives. This does not prevent us from moderating or contributing to a Facebook group using our personal profile (as this is the only way to do this but does not enable members to view our profiles/accounts) and sharing/retweeting etc. posts by YOUTH@HEART, and vice versa.

- c. If using social media while acting on behalf of Youth@Heart, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to **Youth@Heart** work is also prohibited.
  
- d. Charity representatives will not accept 'Friend' requests from service-users we work with

**This Social Media Policy**, and the Procedures detailed above were agreed and minuted at a meeting of the Board of Trustees:

<b>Review Date</b>	<b>04/09/2020</b>
<b>Reviewed By</b>	<b>Trustees</b>

## Appendix A

### **Code of Conduct for use of Youth@Heart's closed Facebook support groups**

Youth@Heart currently run a number of closed Facebook groups: a 16-19 group for young people with CHD, a group for 20-24's with CHD, a Parent's support group and a siblings support group. We may create new groups in respond to emerging needs.

To be invited into the young people CHD support groups you MUST have registered with Youth@Heart (Y@H), signed the Consent Form, this Code of Conduct and the Use of Photographs Form for inclusion into the CHD groups and sibling groups. Parents will be invited to their group if they find Xander (<https://www.facebook.com/xander.heart.18>), send a friend request and ask to be added.

#### Rules

1. Be kind and respectful

This group exists for people to support each other, treat everyone with respect and understand that we all have different experiences. Healthy debate in this group is encouraged but please challenge points rather than people.

2. No hate speech or bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated. This will result in a ban from the group for a period to be determined by Xander.

3. No promotions or spam

Give more than you take to this group. Self-promotion, spam and irrelevant links are not allowed.

4. Respect 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.

5. Keep conversations and posts appropriate

These groups are here for people to share knowledge and experiences of living with CHD, hospital visits and things like that. We do NOT want to see pictures of drugs, excessive drinking, disturbing or graphic photos and things of a similar nature. This will also result in being banned from the group for a period to be determined by Xander.

I can confirm that I have read and understood this code of conduct and by signing below I am aware that if I break any of the above rules then I will be removed from the Facebook group for a period to be determined by Xander (Youth@Heart ACHD Youth Worker).

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_



## Appendix B



### Consent form for photography/filming

I consent to Youth@Heart using photographs and/or video recordings including images of me both internally and externally to promote the Charity. These images could be used in print and digital media formats including print publications, websites, e-marketing, posters banners, advertising, film, social media, teaching and research purposes.

I understand that images on websites can be viewed throughout the world and not just in the United Kingdom and that some overseas countries may not provide the same level of protection to the rights of individuals as EU/UK legislation provides.

I understand that some images or recordings may be kept permanently once they are published.

I have read and understand the conditions and consent to my images being used as described.

Print Name	
Signature	
Date	

Youth@Heart is committed to processing information in accordance with the General Data Protection Regulation (GDPR). The personal data collected on this form will be held securely and will only be used for administrative purposes.

#### Your rights

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can ask the to stop using your images at any time, in which case it will not be used in future publications but may continue to appear in publications already in circulation.

You have the right to lodge a complaint against the Charity regarding data protection issues with the Information Commissioner's Office (<https://ico.org.uk/concerns/>).

#### Contact details

If you have any questions relating to this consent form or the way we are planning to use your information please contact:

The Partnership Development Officer

Youth@Heart

Wick Court Cottage

Priding Saul

Gloucester

GL2 7LG

[contactus@youthatheart.co.uk](mailto:contactus@youthatheart.co.uk)

## **Appendix C**

### **Contacts for Reporting**

Debbie Innes - Trustee (DSL)- [contactus@youthatheart.co.uk](mailto:contactus@youthatheart.co.uk)

Paul Evans - Chair of Trustees – [contactus@youthatheart.co.uk](mailto:contactus@youthatheart.co.uk)

Tracy Barker – Partnership Development Officer – [contactus@youthatheart.co.uk](mailto:contactus@youthatheart.co.uk)

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