

Policy:	Social Media Policy	
Date:	June 21	
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Social Media Policy

RRSG's vision is for an inclusive society where refugees and asylum seekers of all cultural backgrounds are treated with the same dignity and respect that we all enjoy; where their essential needs are met; and where they are entitled, enabled and confident to engage with and benefit from the wider community. The use of social media can help contribute to this vision and it is therefore essential that RRSg's social media presence and use of online messaging services must be in line with the visions and ethos of RRSg at all times.

For the purposes of this policy, the term 'staff' encompasses both volunteers and paid employees. This policy must be abided by all staff and trustees.

For the purposes of this policy, social media refers to websites and applications that enable users to create and share content or to participate in social networking. Whilst RRSg are proposing guidelines specific to the needs and activities of the organisation, it is also expected that all staff would abide by the Terms of Services of the social media platform which they are using.

Social media channels can be a great way of communicating with clients, staff and the community. For many people today these are familiar ways of receiving news and commenting on current affairs and, managed well, they can offer a quick, easy and cheap method of communication to organisations.

This social media policy is written to make sure that social media is managed appropriately for the whole RRSg community. It applies to staff use of RRSg's social media accounts and use of their personal accounts. The principles set out are designed to ensure that staff members and trustees use social media responsibly so that the confidentiality of clients and other staff and the reputation of RRSg are safeguarded. Additionally, the guidelines aim to provide clear and professional boundaries between staff and clients in order to safeguard both parties.

Legal framework

RRSG is committed to ensuring that all staff provide confidential services that meet the highest standards. All individuals working on behalf of RRSg are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- the Human Rights Act 1998
- Common law duty of confidentiality, and
- the Data Protection Act 1998.

Confidential information includes, but is not limited to:

- Person-identifiable information, e.g. client and staff records protected by the Data Protection Act 1998
- Information divulged in the expectation of confidentiality
- RRSB records containing organisationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations, and
- Politically sensitive information.

Staff should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003, and
- Copyright, Designs and Patents Act 1988.

RRSB could be held responsible for acts of their staff in the course of their employment. For example, staff who harass co-workers online or who engage in bullying or discrimination on the grounds of race, sex, disability, etc. or who defame a third party while at work may render RRSB liable.

Principles for the use of social media and Website on behalf of RRSG

Social Media Administrators

The administrators of any RRSG social media accounts must be current staff members and acting on the authorisation of the charity Chief Executive. In order to keep the ethos of RRSG consistent and provide an overview of the social media accounts, the number of administrators will be kept at 2-3 selected members of staff. These are currently the Chief Executive and the Fundraising and Communications Manager.

The administrators must act in the best interests of RRSG ethos, staff and clients when creating, participating in or contributing content to social media sites.

All Staff: Personal use of Social Media

In order to safeguard your reputation and the reputation of RRSG, you are requested to consider following these guidelines in your personal use of social media.

- You must not have contact through any personal social media with any client regarding any RRSG related communication, casework or any related activities.
- You should carefully consider accepting 'friend requests' from clients that you receive to your personal social media accounts. Alternatively, you should encourage clients to follow the official RRSG site.
- Information that you have access to as part of your employment, including personal information about clients must not be discussed on your personal social media.
- Photographs, videos, recordings or any other types of images of clients gathered in the course of your work at RRSG must not be published on your personal social media.
- Personal sharing of official RRSG posts and content is encouraged as it can be concluded consent for the original post will be in place.
- Please be aware of the potential impact on RRSG of resharing content related to the work of RRSG
- RRSG email addresses must not be used for setting up personal social media accounts or to communicate through such media unless you are the administrators
- No photos, videos and recordings of children at RRSG events or on RRSG premises are to be taken on personal phones under any circumstances without written signed consent from parents

Guidance for your own privacy and safety

- You are advised to set the privacy levels of your personal accounts as strictly as you can and opt out of public listings on social networking sites.
- You should keep your passwords confidential and change them frequently.

- You should be careful about what you post online; do not reveal home addresses, telephone numbers and other personal information.

Staff Induction

This policy will be read and signed as part of the staff induction process.

All administrators and staff should:

- Be aware at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for RRSB and your personal interests. RRSB operates a 'no contact' policy on social media between clients and staff, i.e. clients and staff cannot be 'connected' as friends or followers on their personal social media sites.
- Be accurate, fair and transparent when creating or altering online sources of information on behalf of RRSB.
- Not engage in activities involving social media that might bring RRSB into disrepute or represent your views as those of RRSB.
- Not discuss on social media personal information about clients, staff or other professionals you interact with as part of your role at RRSB.
- Not use social media to attack, insult, abuse or defame clients, colleagues, other professionals, and other organisations of RRSB.
- No photos, images or recordings of clients are to be posted on RRSB social media without explicit written signed consent (parent/guardian consent is required for children under the age of 18).

If material which does not fit with the ethos of RRSB is posted on RRSB social media sites by a staff member, the material will be removed (where possible) and the staff member be spoken to by the Administrators and the reasons for removal will be discussed. If deemed appropriate, disciplinary action may be taken. If material is posted by a client, the removal and discussion will take place as described above, and if deemed necessary further action will be taken in reporting the incident to appropriate agencies. If material is posted anonymously or by a member of the public, the material will be removed (where possible) and the abuse will be reported via the official channels of the social media platform in question. If deemed necessary, outside agencies such as Prevent or the Police will be contacted.

PR Emergency

Emergency contact in the event of a PR crisis where it is believed someone (staff or otherwise) may be using social media platforms in a way which is deemed damaging to individuals or RRSB will be the CEO or deputy CEO.



Adult/ Children Photo and Recording Consent Form

Project name:

Project leader:

I agree to Reading Refugee Support Group using photographs or recordings in which I or my children appear.

These may be used in newsletters, reports, on the RRSR website, in documentary videos and other promotional materials.

This consent form has been explained to me and I hereby give my full consent to the above.

Client

Name _____ Signature _____

Date _____

Staff Declaration and signature

I hereby confirm that this consent form has been explained to my client and I am satisfied he/she has understood.

Representative _____ Signature _____

Date _____