



SOCIAL MEDIA POLICY

Including guidelines for responsible use

KL Community Cupboard, food club, hub and Community Lunches uses social media in its work and recognises that those who are involved in its work may also use social media, either as part of their role, or in their private lives.

This written policy is therefore required for all staff (employed and self employed), volunteers and stakeholders on the acceptable use of social networking. KL Community Cupboard encourages the responsible use of social media. The purpose of this policy is to set out what KL Community Cupboard expects from our staff, committee members and volunteers when using social media. It is important to remember that we are all ambassadors for KL Community Cupboard and that social media is never private.

This policy aims to:

- give clear guidelines on what staff, committee members and volunteers can say about the organisation
- comply with relevant legislation and protect staff, committee members and volunteers
- help supervisors manage performance effectively
- help staff, committee members and volunteers draw a line between their private lives and their role
- protect KL Community Cupboard against liability for the actions of staff, committee members and volunteers
- be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

1. Policy statement

KL Community Cupboard recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter, Instagram and blogs. This policy aims to protect individuals working or volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.

Inappropriate use of social media can pose risks to our confidential information and reputation, and can jeopardise our compliance with legal and funding obligations. To minimise these risks we ask staff and volunteers to adhere to this policy.

2. Scope and purpose of the Policy

This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

It applies to the use of social media both for your role with KL Community Cupboard 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 individuals.

If a volunteer is found to be in breach of this policy our coordinator will address this using the Volunteer Issue Resolution Policy. INSERT LINK There is a separate policy for staff.

Staff and volunteers may be required to remove internet postings that are deemed to constitute a breach of this policy.

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 KL Community Cupboard Equality, Diversity and Inclusion, Data protection and Confidentiality, Dignity at Work etc.

3. Personnel responsible for implementing the Policy

Our coordinator has a specific responsibility for operating within the boundaries of this policy, ensuring that all volunteers understand the standards of behaviour expected of them and taking action when behaviour falls below this. For staff this is their line manager.

All staff and volunteers 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 KL Community Cupboard Coordinator coordinator@klcommunity.co.uk

Any content which raises a safeguarding concern must be reported to Joanna Cobley in line with the reporting procedures outlined in KL Community Cupboard Safeguarding Policy. INSERT LINK

4. Guidelines for responsible use of social media

The following sections of the policy provide staff and volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

4.1 We want you to help protect the reputation of KL Community Cupboard. Staff and Volunteers must not post disparaging or defamatory statements about:

- the Organisation - KL Community Cupboard, Hub, and Lunches and all other elements of the organisation.
- KL Community Cupboard staff, our clients, volunteers or members - past or present
- suppliers and vendors
- other affiliates and stakeholders, such as, funding bodies.

4.2 Staff and volunteers should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

4.3 Staff and volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember that what you publish might be available to be read by the masses (including KL Community Cupboard), colleagues, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.

4.4 KL Community Cupboard does not permit tagging of vulnerable adults or anyone under the age of 18.

4.5 There is no obligation for staff and volunteers to link their personal social media to any KL Community Cupboard social media.

4.6 If you disclose your affiliation as a member of staff or volunteer of KL Community Cupboard, you must also state that your views do not represent those of the organisation you are volunteering with. For example, you could state, "the views in this posting do not represent the views of KL Community Cupboard." You may also want to ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your role.

4.7 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

4.7 Remember that you must respect confidentiality at all times, and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the coordinator coordinator@klcommunity.co.uk . Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our supporters, staff or volunteers. INSERT LINK to data protection policy

4.8 Avoid posting comments about sensitive KL Community Cupboard related topics, such as our performance. Even if you make it clear that your views do not represent those of our organisation your comments could still damage our reputation.

4.9 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the KL Community Coordinator coordinator@klcommunity.co.uk

4.10 If you see content in social media that disparages or reflects poorly on KL Community Cupboard or our stakeholders, you should report it to the KL Community Coordinator or a member of the committee. We are all responsible for protecting the reputation of KL Community Cupboard.

4.11 The contact details of business contacts made during the course of your volunteering are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts should you finish volunteering with KL Community Cupboard.

4.12 Contact details of volunteers are subject to data protection. Staff are not permitted to access or store information on volunteers that would breach data protection.

Disclaimer

Reasonable precautions have been taken to ensure information in this publication is accurate. However it is not intended to be legally comprehensive; it is designed to provide guidance in good faith, without accepting liability. If relevant, we therefore recommend you take appropriate professional advice before taking any action on the matters covered herein.