Information Technology (IT) & Social Media Policy & Guidance

Approved by Trustee Board: **19th February 2021**

Next Review: **April 2024**

Information Technology (IT) & Social Media

Policy

The charity will use information technology (IT) along with dedicated web and social media sites* to deliver its objectives in a way which is consistent with the requirements of UK law and the organisation's values and goals.

Posts to the charity's web and social media sites will be controlled to ensure that content is accurate and does not contain personal data unless prior consent to do so has been obtained from a person who has authorisation to give such consent.

Members (beneficiaries, hired or voluntary staff and trustees) are discouraged from posting anything on their personal social media accounts which presents a risk to or damages the reputation of the charity.

Note: *social media includes a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook or Twitter

Responsibilities

The Trustees are responsible for
1. Appointing suitable individuals to undertake the Data Protection Officer and Social Media Coordinator roles.
2. Ensuring that members (beneficiaries, hired or voluntary staff and trustees) are provided with information setting out the charity's expectations relating to the use of email and personal social media.
3. Monitoring the performance of the organisation's IT systems, web and social media sites and initiating action to address any potential non-compliance with legal requirements.

The Data Protection Officer is responsible for
1. Training personnel involved in data processing and storage to ensure that the personal data of its members (beneficiaries, hired or voluntary staff and trustees) is managed in compliance with the applicable data protection rules.
2. Conducting checks and monitoring performance to ensure compliance and address potential issues proactively
3. Communicate significant problems and issues as well as identify opportunities for improvement to the trustees

The Social Media Coordinator is responsible for
1. Managing the content on the charity's web site (www.togetherwecando.org) and social media pages.
2. Uploading, removing, storing and deleting documents, photographs and other digital information to respective platforms taking due account subject to the of the charity's approved policies and procedures.
3. Communicate significant problems and issues as well as identify opportunities for improvement to the trustees

Guidance

Representing the Charity

Trustees and some officers have access to the charity's email, web and social media accounts. As such any information on these systems will be regarded as being representative of the charity. We expect you to act carefully and responsibly to protect the charity's image and reputation. You should:

- Be respectful, polite and patient, when engaging in conversations on the charity's behalf. You should be extra careful when making declarations or promises towards service users, parents / carers and other stakeholders.
- Avoid speaking on matters outside your field of expertise when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- Follow our confidentiality policy and data protection policy and observe laws on copyright, trademarks, plagiarism and fair use.
- Avoid deleting or ignoring comments for no reason. You should listen and reply to criticism.
- Never post discriminatory, offensive or libellous content and commentary.
- Correct or remove any misleading or false content as quickly as possible.

Personal Use

Members can use their personal email and social media accounts whilst at events organised by the charity, but the time spent doing so should be limited to prevent being side-tracked by the vast amount of content available on-line.

We can't restrict what you say in emails or post on social media. However, you should take care to ensure that you to adhere to our confidentiality policies. We also caution you to avoid violating our equality and anti-harassment policies or posting something that might affect your collaboration with other members eg. hate speech.

When sending emails or posting to social media then you should

- Ensure others know that your personal account or statements don't represent the charity. ie. do not state or imply that your personal opinions and content are authorised or endorsed the charity.
- Avoid sharing intellectual property like trademarks on a personal account without approval.
- Avoid any defamatory, offensive or derogatory content.

Disciplinary action may be taken if any member (beneficiaries, hired or voluntary staff and trustees) does not follow these guidelines. Examples of non-conformity include but are not limited to:

- Disclosing confidential information through personal or charity accounts.
- Directing offensive comments towards other members or the staff at hired venues.