



A Helping Hand to Asylum Seekers & Refugees

## **Burslem Jubilee Project Social Media Policy**

Social media provides us with valuable ways to communicate and interact with our audience, as well as increase that audience, reaching new people and signposting them to different services.

However, when someone contributes to BJP social media, or clearly identifies their association with BJP and/or discusses their work using their own social media accounts, they are expected to behave appropriately, and in ways that are consistent with BJP values and policies.

This policy sets out the principles that staff and volunteers are expected to follow when using social media.

### **Definition Of Social Media**

For the purpose of these guidelines, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes e-mail, online social forums, blogs, video and image sharing websites and similar facilities.

There are many examples of social media and this is a constantly changing area. BJP may at any point in the future expand this policy to include future variants of social media as they may arise. Staff and volunteers should follow these guidelines in relation to any social media that they use.

### **Responsibilities**

The BJP Trustees are legally responsible for the charity.

The BJP Executive Management Committee are responsible for overseeing the media output of the charity, including social media.

Any questions regarding this social media policy should be referred to the trustees who are responsible for overseeing the implementation of this policy.

If any user becomes aware of any content on social media that reflects poorly on BJP or otherwise defames or disparages BJP, they should contact the trustees.

## A Helping Hand to Asylum Seekers & Refugees

Disciplinary action may be taken against staff not complying with this social media policy.

Volunteers who do not comply with this social media policy may find their volunteering at BJP ended.

### **Use of social media**

BJP will encourage certain staff and volunteers to make reasonable and appropriate use of social media as part of their work. Staff and volunteers who have this remit will be advised of this by their line manager, or at their induction. Staff and volunteers must not use social media without gaining permission from their line manager.

It is recognised that social media is an important part of how we communicate with our audience and allows communication and networking between us and partners too.

BJP understands that staff and volunteers may wish to use their own computers or devices, such as laptops, tablets and mobiles telephones, to access social media websites during the course of their work. Such use should nonetheless be in accordance with this policy.

Staff and volunteers must be aware at all times that, while contributing to the BJP social media activities, they are representing the charity. Staff and volunteers should use the same safeguards as they would with any other form of communication about BJP in a public sphere. These safeguards include:

- Making sure that the communication has a purpose and a benefit for BJP and is in accordance with the charity's values and mission
- Obtaining permission from a manager before embarking on a public campaign or any communication using social media
- Getting a line manager to view the content before it is published, unless agreed with the line manager that this is not needed

Any communications that staff and volunteers make in a professional or personal capacity through social media must not:

- Breach confidentiality.
- Do anything that could be considered discriminatory against, or bullying or harassment of, any individual.
- Bring BJP into disrepute.
- Breach copyright.

## **A Helping Hand to Asylum Seekers & Refugees**

Be mindful of the fact that any communication may be relied upon in court, to the advantage or detriment of an individual or BJP, and conduct your use of Social Media accordingly.

Unless using Social Media on behalf of BJP, Users should not use any Social Media accounts belonging to, or otherwise associated with, BJP.

### **Setting Up New BJP Social Media Accounts**

Whenever anyone associated with BJP wants to set up new BJP social media account or page, permission should be sought from the BJP management. The strategy for that account or page should be present to the management, along with the reason it is needed. New pages must contain the appropriate BJP logo and design should be cleared by the BJP management. BJP management will have access to all BJP social media accounts as a trustee must be made an administrator of any social media account.

### **Responding To Messages**

Make sure you know if a post is public or private:

- Posts and comments are public – anyone can see them. They must not contain confidential or personal information.
- Users can send private messages to our corporate social media accounts. These messages are visible to other members of staff, but not to the general public.
- Users can send private messages to the individual social media account which you use for your work at BJP (if you have one). These messages are only visible to you, but BJP may monitor them periodically.
- It's possible that people may send private messages to your personal, non-work, social media account. BJP has no access to these messages, and you shouldn't respond to them. Work related communication with work related users must only be conducted on work social media accounts.
- Be particularly cautious when responding to private messages, whether sent to a corporate BJP account, or to the individual social media account which you use for your work at BJP (if you have one)
- Pass on any encouraging messages to the Executive Management.
- Do not engage in conversations about personal topics – pass the message on to the Executive Manager (Chairperson), for them to respond to.

### **Social Media In Personal Life**

## **A Helping Hand to Asylum Seekers & Refugees**

BJP recognises that staff and volunteers make use of social media in a personal capacity. While they are not acting on behalf of the charity, staff and volunteers must be aware that they can damage the charity if they are recognised as being one of our team members.

Staff and volunteers are allowed to say that they work for the charity and are allowed to discuss their work on their personal social media accounts, as long as it is done in a way that doesn't breach any part of this policy.

Staff and volunteers must keep their personal social media accounts separate from any BJP social media accounts. They must not call the names of any personal social media accounts, for example for a blog or a Twitter name, anything to do with their work role at BJP. They mustn't use their personal social media accounts for any work communication that is part of their role at BJP and should be done on BJP social media accounts.

When posting anything relating to their work for BJP, staff and volunteers should make it clear that they are posting on social media as themselves, not BJP, and that all views expressed on social media by that user are the author's own and do not necessarily reflect the views of BJP. A 'personal' voice should be used, as if speaking to friends, rather than a 'professional' voice as BJP. The majority of posts should not be work related; a maximum of one in every five posts may be about their work at BJP.

### **Guidelines For Publishing Content On Social Media**

Principles of high integrity, professionalism, privacy and impartiality should be observed by staff and volunteers when posting online.

The authenticity of what staff and volunteers post is important. Questionable content should be verified with credible sources before staff and volunteers post about it.

The remit of what is published on each BJP social media account, who publishes posts, the frequency of posts and their length and tone, must be in accordance with each social media account's strategy, as agreed with the management .

### **Monitoring**

BJP may monitor users' work email communications for the following reasons:

## A Helping Hand to Asylum Seekers & Refugees

- To ensure that company policies and guidelines are followed, and that standards of service are maintained;
- To provide evidence of communications;
- To help combat unauthorised use of BJP's computer and other communications equipment and systems and to maintain security;
- If BJP has reason to believe that a user has been sending offensive or illegal material (including, but not limited to that which breaches another party's intellectual property rights);
- If BJP has reason to believe that a user has been sending sent receiving an unreasonable number of personal communications.

Users should be aware that all email traffic data sent and received using the BJP communication systems may be logged. Users who wish to avoid the possibility of BJP becoming aware of any political or religious beliefs or affiliation that they would prefer to keep private should avoid sending emails that might reveal such information Posts and comments are public – anyone can see them. They must not contain confidential or personal information.

When monitoring emails, BJP will normally restrict itself to looking at the address and email headers. If, however, it is considered necessary, BJP may open and read emails. Users should be aware that sensitive and confidential communications should not be sent by email because it cannot be guaranteed to be private.

By using BJP computers, mobile devices, networks and other communications equipment and systems, Users are taken to consent to their email communications being logged and monitored by BJP. BJP shall ensure that any monitoring under this Social Media Policy complies fully with all applicable laws including, but not limited to, the Data Protection Act 1998, the [General Data Protection Regulation 2016/679](#), the Regulation of Investigatory Powers Act 2000, and the Human Rights Act 1998.

### **Misuse And Compliance**

- The viewing, transmission, downloading, uploading or accessing in any way, whether through Social Media or otherwise, of any of the following material using BJP computers, mobile devices, networks or other communications equipment and systems will amount to gross misconduct with the possibility of summary dismissal for staff and cessation of volunteering for volunteers.
- Material which is pornographic, paedophilic, or discriminatory or otherwise obscene or offensive material.

## A Helping Hand to Asylum Seekers & Refugees

- Illegal or criminal material, including material which breaches copyright or any other intellectual property right.
- Any material which has the object or effect of causing harassment to the recipient.
- Material which User knows, or ought to know, is confidential, restricted or otherwise proprietary information and which they are not authorised to deal with;
- Any website (Social Media or otherwise) which BJP has blocked access to.

Policy Accepted March 2020

Review date November 2021