



Social Media Policy

Taraki Wellbeing Ltd
OCTOBER 2024

Introduction

This policy is designed to guide board members, staff, and volunteers of Taraki on how to responsibly promote the organisation's work through both Taraki's official social media channels and personal accounts.

Whether posting from Taraki-owned devices or personal devices, it is essential that all representatives uphold the values, mission, and professional standards of Taraki in their online communications.

Key Principles

- **Professionalism and Integrity:** All online posts, whether on Taraki's official channels or personal accounts, should reflect the professionalism and values of the organisation. Ensure that your communications promote respect, dignity, and inclusion.
- **Transparency and Authenticity:** Be honest and transparent about your role at Taraki when sharing content about the organisation. Never mislead or fabricate information.
- **Confidentiality:** Never share confidential or proprietary information about Taraki, its beneficiaries, partners, or any sensitive operational details on social media.
- **Compliance with Laws and Regulations:** Comply with all applicable laws, including data protection regulations (GDPR, etc.), copyright laws, and non-discriminatory practices.

This policy will be reviewed on an ongoing basis, at least once a year. Taraki will amend this policy, following consultation, where appropriate.

Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating Taraki's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Taraki's work.

Why do we need a social media policy?

While social media supports our work in many ways, it's crucial to minimize associated risks to safeguard our stakeholders, staff, work, and reputation. This policy aims to reduce these risks by guiding staff and volunteers on best practices for social media use. The line between personal and professional opinions can blur, especially when discussing Taraki's work. While we encourage social media engagement, everyone must follow the standards outlined in this policy. Posting on social media carries the same responsibilities as any other form of public communication.

Setting out the social media policy

This policy provides guidelines for using social media to promote and support Taraki's work, both professionally and personally. It outlines key considerations for engaging on these platforms and aims to help staff enhance our official social media presence while safeguarding the organisation's reputation and avoiding legal risks. The policy applies to all social media platforms used by staff, volunteers, and trustees, including social networks, blogs, podcasts, forums, and messaging apps like WhatsApp.

Introduction

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the Taraki office. However, when using the internet at work, it is important that staff refer to our IT Policy. You are permitted to make reasonable and appropriate use of personal social media activity during your lunch breaks. But usage should not be excessive and interfere with your duties.

Point of contact for social media

Our Media and Campaigns team help to ensure that our outward facing communications are coherent, connected and impactful. They are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the MEDIA AND CAMPAIGNS LEAD. No other staff member can post content on Taraki's official channels without the permission of the MEDIA AND CAMPAIGNS LEAD.

Which social media channels do we use?

Taraki uses the following social media channels under the username @TarakiHQ

Facebook, Twitter/X, Instagram, LinkedIn, TikTok, YouTube.

These social media accounts are used to share updates about Taraki and cover a range of audiences, with Instagram and TikTok being younger audiences, whilst LinkedIn, Twitter/X are slightly older, with Facebook being our oldest audience profile.

Guidelines

Using Taraki's social media channels — appropriate conduct

- Our Media and Campaigns team help to ensure that our outward facing communications are coherent, connected and impactful. And are responsible for setting up and managing Taraki's social media channels. Only those authorised to do so by the MEDIA AND CAMPAIGNS LEAD will have access to these accounts.
- Our MEDIA AND CAMPAIGNS LEAD checks our social media several times per week and can be expected to respond to emails within the working week.
- Be an ambassador for our brand. Staff should ensure they reflect Taraki values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all staff should refer to when posting content on Taraki's social media channels.
- Make sure that all social media content has a purpose and a benefit for Taraki, and accurately reflects Taraki's agreed position.
- Bring value to our audience(s). Answer their questions, help and engage with them
- Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- If staff outside of Media and Campaigns team wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the MEDIA AND CAMPAIGNS LEAD about this.
- Staff shouldn't post content about supporters or service users without their express permission. If staff are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Taraki. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.

Guidelines

- Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
- Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it and consult with MEDIA AND CAMPAIGNS LEAD to determine what if any remedial action needs to be taken.
- Staff should refrain from offering personal opinions via Taraki's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Taraki's position on a particular issue, please speak to Media and Campaigns team.
- It is vital that Taraki does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
- Staff should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
- Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Taraki. This could confuse messaging and brand awareness. By having official social media accounts in place, the Media and Campaigns team can ensure consistency of the brand and focus on building a strong following.
- Taraki is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.
- If a complaint is made on Taraki's social media channels, staff should seek advice from the MEDIA AND CAMPAIGNS LEAD before responding. If they are not available, then staff should speak to the DIRECTOR.

Guidelines

- Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the organisation's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the organisation.

The Media and Campaigns team regularly monitors our social media spaces for mentions of Taraki so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the Media and Campaigns team will respond appropriately.

If any staff outside of the Media and Campaigns team become aware of any comments online that they think have the potential to escalate into a crisis, whether on Taraki's social media channels or elsewhere, they should speak to the MEDIA AND CAMPAIGNS LEAD immediately.

Guidelines

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Taraki staff are expected to behave appropriately, and in ways that are consistent with Taraki's values and policies, both online and in real life.

- Be aware that any information you make public could affect how people perceive Taraki. You must make it clear when you are speaking for yourself and not on behalf of Taraki. If you are using your personal social media accounts to promote and talk about Taraki's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Taraki's positions, policies or opinions."
- Staff who have a personal blog or website which indicates in any way that they work at Taraki should discuss any potential conflicts of interest with their line manager and the Media and Campaigns team. Similarly, staff who want to start blogging and wish to say that they work for Taraki should discuss any potential conflicts of interest with their line manager and the Media and Campaigns team.
- Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Taraki's view.
- Use common sense and good judgement. Be aware of your association with Taraki and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.
- Please don't approach high profile people from your personal social media accounts to ask them to support the organisation, as this could hinder any potential relationships that are being managed by Media and Campaigns team. This includes asking for retweets about the organisation.

Guidelines

- If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the organisation, please speak to the Media and Campaigns team to share the details.
- If a staff member is contacted by the press about their social media posts that relate to Taraki, they should talk to the Media and Campaigns team immediately and under no circumstances respond directly.
- Taraki is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Taraki, staff are expected to hold Taraki's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Taraki and understand and avoid potential conflicts of interest.
- Never use Taraki's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Media and Campaigns team.
- Always protect yourself and the organisation. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely. You can find more information on your responsibilities when using our computer systems in our IT Policy.
- Think about your reputation as well as the organisation's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

Guidelines

- We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Taraki and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Media and Campaigns team who will respond as appropriate.
- We also encourage staff to remain vigilant regarding suspicious content or links. They are advised not to any reveal personal or confidential information about themselves or any of Taraki's other staff members, volunteers or supporters. Board, staff and volunteers should be wary of fake accounts that may claim to be Taraki and should immediately inform Media and Campaigns team.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring Taraki into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Guidelines

Confidentiality

- Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Taraki is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our Confidentiality Policy for further information.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Taraki social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Lobbying Act

Charitable organisations are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on organisation campaigns that are in accordance with organisation law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated. Charitable organisations which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the DIRECTOR and MEDIA AND CAMPAIGNS LEAD

Guidelines

Use of social media in the recruitment process

Recruitment should be carried out in accordance with the Recruitment Policy, and associated procedures and guidelines. Any advertising of vacancies should be done through Admin and Operations Hub serves as the 'back office' to develop policies, branding, and operations which are aligned with our organisation's values and the PEOPLE TEAM.

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision. This is in line with Taraki's Equal Opportunities Policy.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself.

Under 18s and vulnerable people.

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with Taraki follows the same rules as the offline 'real-life' relationship. Staff should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary.

Guidelines

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Taraki is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our HR policy for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the MEDIA AND CAMPAIGNS LEAD.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, if a staff member releases information through Taraki's social media channels that is considered to be in the interest of the public, Taraki's Whistleblowing Policy must be initiated before any further action is taken.