



## Social Media Policy

This Policy covers the use of Social Media by Raise staff and volunteers for the Raise accounts as well as use of personal social media accounts in work time, related to work activities or in personal time.

### Contents

Raise Social Media Policy .....	1
Policy brief and purpose .....	1
Scope .....	2
Policy principles.....	2
Escalation and crisis management.....	2
Employees and Volunteers using social media for business .....	2
Representing Raise on Social Media .....	3
Staff and volunteers use of personal social media accounts at work .....	4
Compliance with this policy .....	4

### Policy brief and purpose

Social media is a place where people exchange information, opinions and experiences to learn, develop and access services. It has become a powerful and useful tool to engage with clients, existing and potential funders and the wider public.

The purpose of this policy is to set-out how Raise staff and volunteers should use social media and notes the standard of behavior expected from employees, volunteers, clients and third parties.

## Scope

### Policy definitions

**Social media** refers to a variety of online communities, e.g. blogs, social networks, chat rooms and forums. This policy covers all of these.

**User** refers to employees and volunteers who use social media in a professional capacity as well as the public audiences of these channels.

**Client** refers to a public follower of our channels, i.e. client, funder or member of the general public.

**Post** refers to any interaction with users of social media and includes, but is not limited to, posts, re-posts, tweets, re-tweets, likes, shares, images, narrative, hashtags, status updates, following.

### Policy principles

- Raise aims to offer an efficient, high standard of service and maintain transparency in our services to clients.
- We wish to present a professional and friendly voice in our online engagement.
- We expect staff and volunteers to act carefully and responsibly to protect our reputation and image.
- Employees and volunteers should adhere to our Confidentiality and Data Protection policies which form part of Raise's mandatory training.

### Escalation and crisis management

It is recognized that employees and volunteers will be responsible for day to day management of the social media platforms and may find a situation arise which gives them cause for concern. Before responding to a situation, the employee or volunteer must seek guidance on how to handle the position to protect Raise's reputation and integrity.

Escalation must be instigated promptly by phone to the Chief Executive or in their absence to the Operations Manager. If both are unavailable, escalation is to their line manager.

### Employees and Volunteers using social media for business

This policy should be read alongside Raise policies on Confidentiality, Data Protection and acceptable IT use policies.

### Users must NOT

- Create or transmit material which might be defamatory or incur liability for Raise. Staff and volunteers using social media for business purposes will be given clear guidance on what this means.
- Post messages retweet, status updates or links to material or content that is inappropriate (see definition of **post**)

- *Inappropriate content includes pornography, racial or religious slurs, gender specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling or illegal drugs*
- *Inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political belief, national origin, disability, sexual orientation or any other characteristic protected by law.*
- Use social media for any illegal or criminal activities.
- Send offensive or harassing material to others via social media.
- Broadcast unsolicited views of social, political, religious or other non-business related matters.
- Use social media for advertising or endorsement purposes (other than Raise services).
- Discuss colleagues, clients, funders or suppliers without their prior written approval.
- Post, retweet, upload, forward or link spam, junk email, chain mails and messages (see definition of post).
- Follow any inappropriate organisations, groups or movements for example Britain First.

### **Representing Raise on Social Media**

In general, staff and volunteers must only post updates, messages or otherwise use these accounts in line with Raise culture and business objectives and to promote Raise services.

#### **Authorised Users:**

- Only people authorized to use Raise social media accounts may do so. Authorisation is granted by the Chief Executive and recorded in their personnel/volunteer file. Allowing only designated people to use these accounts ensures our presence is consistent and cohesive. Therefore, do not share passwords unless with expressed permission of the Chief Executive.
- Employees and volunteers must not interact with clients, funders or potential funders in a business capacity through their own social media accounts.
- New Social media accounts must not be created in Raise's name unless authorized by the Chief Executive. Each channel is targeted at a specific audience in line with Raise Communications Framework.
- Pre-election period. Raise social media content and material must not comment on national or local government policy and practices. Specifically, care must be taken during the pre-election period or other significant election or referendum.

#### **Posts may include**

- Responding to clients and requests for help, pointing them to services, but NOT giving advice.
- Share blog posts, articles and other content created by Raise.
- Share insightful videos, articles and other content relative to Raise but created by others.
- Provide followers with an insight into what services Raise offers.

- Post job and volunteer opportunities, articles and information about Raise as an employer/ volunteer organisation.
- Support new service launches.

### **Users must**

- Be respectful and polite when engaging in conversations.
- Not speak on matters outside of their expertise- obtain content from an authorized source.
- Not post discriminatory, offensive or libelous content or commentary.
- Remove offensive content as quickly as possible.
- Correct any misleading or false content as quickly as possible.
- Not make any kind of personal attack or tasteless remark to individuals or groups.
- Refer any contact from journalists must be referred to the Chief Executive for guidance.

### **Staff and volunteers use of personal social media accounts at work**

Using personal social media excessively at work can reduce efficiency and concentration and therefore must be restricted to break periods.

Whilst staff and volunteers have a right to a private life and freedom of expression, care must taken not to make any comment on their personal social media accounts which would harm the security or reputation of Raise.

Where a person's social media account identifies them as an employee or volunteer at Raise, care must be taken when posting content, especially when on leave.

Staff and volunteers must not discuss work-related issues of any kind on their social media.

All data relating to social networks written, sent or received through Raise systems is part of official company records. Raise can be legally compelled to show information to law enforcement agencies or other parties.

All computers and IT resources are provided for legitimate business purposes. Raise will therefore monitor how social networks are used and accessed through these resources. Any such monitoring will be carried out by authorized staff.

Examples of non-conformity with the employee and volunteer social media policy include but are not limited to:

- Disregarding job responsibilities and deadlines to use social media.
- Disclosing confidential or proprietary information through personal or business accounts.
- Directing offensive comments towards other members of the online community.

### **Compliance with this policy**

All users must comply with the social media platform's Terms of Use as well as this policy

Any employee found to have violated this policy will be subject to disciplinary action, up to and including termination of employment.

Any volunteer found to have violated this policy will be subject to the volunteer complaints process and may have their volunteering role withdrawn.

We will remove, block or ban any client, funder or member of the public who:

- Encourages others to post unacceptable content,
- Uses offensive images as their profile picture,
- Has an offensive user name.

This policy document forms part of Raise’s overall policy framework and should be read in accordance with the following relevant and related documents

- Data Protection Policy (GDPR).
- Comprehensive Confidentiality Policy.

**Review of policy**

This policy will be reviewed bi-annually. Necessary changes that are identified in the interim period, notably as a result of amendment to legislation, will be made as required.

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