

RAINBOW HUB

Social Media Code of Conduct Policy & Procedure



1.0 INTRODUCTION

The charity publishes information about Rainbow Hub Services and communicates with beneficiaries/parents/carers/supporters in many ways.

- Formal and informal meetings
- Newsletters
- Emails and text messages
- Our own website
- Social media

The charity welcomes anyone who is interested in the work of Rainbow Hub to follow us and connect with us on the various media sites that the charity uses. At present that includes - Twitter, Facebook, Instagram, you-tube, google+. These sites allow the charity to communicate about the day-to-day life of the organisation and give notice of forthcoming events and activities. The kind of detail that would not normally be enough for a newsletter or a meeting.

2.0 POLICY STATEMENT

The implementation of this policy will ensure a suitable framework exists within the organisation to manage risks associated with social media whilst also harnessing the opportunities it provides for communication, promotion, marketing etc.

In order to meet this policy the particular arrangements which we will make are set out within this document and sufficient resources will be made available to honour our commitment to the policy.

The policy will be kept up-to-date, particularly as the setting changes in nature and size and will be revised annually, or as and when required. We therefore welcome any useful comments from members of staff, parents/carers, beneficiaries, volunteers, students, supporters, partners and visitors regarding this policy.

3.0 SOCIAL MEDIA SITES

It is important for everybody's safety that we are clear about how we use these sites, and what is acceptable behaviour from people who choose to follow us.

We use our social media sites to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters specific to individual members of our community, whether that be users, families or staff.

4.0 PRIVACY

- We will not publish photographs of beneficiaries without completion of a consent form.
- We will not identify by name any beneficiary published on our social media accounts without the written consent of parents/carers or (if appropriate) the adult beneficiary themselves.

5.0 RESPECT

- We will not tolerate any form of bullying or discrimination on our social media accounts.
- We will not allow posts or comments that refer to the specific individual or group matters between the charity and members of it’s’ community.
- We will not tolerate any comments or posts that are defamatory, rude or abusive towards any member of our community, whether that is children, families, staff or trustees.

6.0 OUR RULES

Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of the policy.

We will ban and report anyone who breaks the terms of services of the relevant social media platform. For example Facebook’s Terms of Service do not permit people under the age of 13 to open an account.

Rainbow Hub staff are encouraged to apply caution when interacting using their personal ‘profiles’ with parents, carers, beneficiaries, supporters or other people who are directly or indirectly involved in their work.

Doing so could compromise the professional image of the organisation and the staff member and could create confusion around what is an ‘appropriate’ professional relationship. Staff should remember that they have a duty to safeguard not only themselves but the beneficiaries with whom they work.

7.0 OTHER

Should any other matters arise with regards to Social Media then information and guidance should be sought from CEO/Senior Manager.

Author	Jules McDonald
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