



SANHS SOCIAL MEDIA POLICY

This policy provides the standards and procedures for contributing content to SANHS social media. The policy applies to all users and all types of contribution. The policy will be reviewed annually.

Adopted by Board: 1st June 2020
Review date: June 2021

The trustee responsible for this policy is

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. SANHS' social media includes the SANHS web site, the e-bulletin, Facebook, Twitter and YouTube (added 25/08/20).

Why do we use social media?

Social media is essential to the success of communicating SANH'S work. It is important for staff, members and volunteers to participate in social media to engage with the SANHS audience, participate in relevant conversations and raise the profile of SANHS's work.

Why do we need a social media policy?

The use of social media is encouraged. Sometimes the difference between personal and professional opinion is blurred on social media, therefore commentary and contributions must be made to certain standards and following agreed procedures. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

Who is this policy for?

This policy applies to all those who contribute to SANHS social media. The policy will be displayed on the SANHS web site and shared with SANHS trustees, committee members, volunteers and staff.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of SANHS by all users. It sets out what you need to be aware of when interacting in these spaces and is designed to help everyone support and expand our official social media channels, while protecting the charity and its reputation, preventing any legal issues and protecting users.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the SANHS office. However, when using the internet at work, it is important that staff refer to the SANHS Welfare policy. (what do staff need to be aware of?) Staff are permitted to make reasonable and appropriate use of personal social media activity during lunch breaks. Usage should not be excessive and interfere with your duties.

Point of contact for social media

The Web Manager is responsible for the day to day publishing, monitoring and management of social media channels. If you have specific questions about any aspect of these channels, contact the Web Manager on 01823 272429 or send an email to office@sanhs.org

Information for users

1. The web manager is responsible for setting up and managing SANHS social media channels. Authorised users can edit and author web site and Facebook content. All users can post content to the SANHS Facebook page, web site blog, and Twitter.
2. SANHS social media is checked weekly as a minimum, with responses dealt with as soon as is practical.
3. When adding content or comments to SANHS social media please be relevant and civil.

Contributions should:

- Be lawful
- Be relevant to SANHS work
- Benefit and support SANHS
- Be grammatically correct
- Be copyright free and credited
- Be accurate and factual

Contributions must not be:

- Unlawful
- Harassing
- Defamatory
- Abusive
- Threatening
- Harmful
- Obscene
- Profane
- Sexually oriented
- Racially offensive

And must not:

- Include personal information, email addresses, phone number addresses – this content will be removed
 - Include otherwise objectionable material
4. Links, URL's and contact information shared by you must be publicly available information. Do not post links to personal, sexually orientated or other inappropriate content. Inappropriate content will be removed without explanation, and anybody who uploads banned content will be blocked from making further contributions.
 5. Users are asked to report inappropriate content, make comments or complaints to the web manager at office@sanhs.org or by telephone to 01823 272429.
 6. *Under 18s and vulnerable people*

If you are aged 17 or under you must get your parent or guardian's permission before contributing to SANHS social media. Never disclose your personal details.

Users that upload videos or photographs that identify a young person **must have** the consent of their guardian or parent.

Users of SANHS social media should familiarize themselves with the SANHS Safeguarding policy, found at https://sanhs.org/wp-content/uploads/2019/07/SANHS-Welfare-Policy-2019_2020.pdf

7. Useful terminology

- **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print.

- **Copyright law**

Users of SANHS social media must abide by copyright laws 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 not been given to reproduce content, is also considered a breach of copyright.

- **Confidentiality**

Users must not post confidential information in the public domain. This includes personal contact information, e.g. email or postal addresses.

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