

### Social Media Policy

Approved by Board: 28 March 2023

Review date: March 2025



LSU thinks we should be open and clear about how we communicate.

Sometimes we give people information using social media.



Social media is talking to people using the internet. This might be Facebook, Twitter, Instagram, or our website.



Social Media can help us give information, which is a good thing. But we have to be careful.

So we have to make sure we use social media in the right way.



This policy is to make sure we keep the people who use our service safe when we use social media.

We do not want people to be hurt from social media.

We do not want the organisation to be hurt in any way.



This policy tells people who work for LSU, Volunteers and Trustees how to use social media properly.



# Lewisham Speaking Up

Registered in England and Wales No. 5320369 | Registered Charity No. 1109083

## Social Media Policy

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### Definition of social media

Lewisham Speaking Up (LSU) believes in clear, open, transparent and responsible communication. This may involve the use of Social Media.

For the purposes of this policy, social media is any online platform or app that allows parties to communicate instantly with each other or to share data in a public forum. This includes social forums such as Twitter, Facebook, Instagram, Snapchat and LinkedIn. Social media also covers blogs and video and image-sharing websites such as YouTube.

Employees, consultants, contractors, volunteers and trustees should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area and should follow these guidelines in relation to any social media that they use.

### Use of social media at work

Employees, consultants, contractors, volunteers and trustees are allowed to make reasonable and appropriate use of social media from LSU's computers or devices, provided that this does not interfere with their duties and does not bring LSU into disrepute. Personal use of social media should be kept to a minimum in work hours or happen outside of work time. LSU recognises that in some roles, employees are expected to use social media for their work. At LSU, selected core staff, volunteers, or trustees will be authorised by the Director and the communications group to write/create posts on behalf of the charity in line with project outcomes and the charity's mission. Currently, the following employees are authorised to contribute to/manage Twitter, Facebook, and Instagram:

- **Marsh Stitchman, Director**

This list may be subject to change periodically as determined by the Director. Should additional staff be authorised to post on LSU's social media, they will be notified by the Director.

Selected LSU employees may contribute to the charity's social media activities, for example by writing blogs/managing the accounts on Facebook,

Twitter, and Instagram. In doing any such activity, they must be aware at all times that, while contributing to LSU's social media activities, they are representing LSU. Any staff or volunteers who contribute posts to LSU social media without authorisation from the Director may face disciplinary action.

Much of what LSU communicates through social media should be reporting on news, activities, and stories of interests. Our social media presence should also be about promoting the organisation and its work, and primarily representing the views and wishes of people with learning disabilities. Any information communicated via social media should be properly researched and proven and NOT be party politically directed. Social media communications of a lobbying motive should be shared with and cleared by the Director and Project Coordinators. Should the Director have uncertainties as to whether information should be shared on social media or not, he should consult the Board of Trustees.

Individuals who use social media as part of their job must adhere to the following rules.

Employees should use the same safeguards as they would with any other form of communication about the organisation in the public sphere. These safeguards include:

- making sure that the communication has a purpose and a benefit for the organisation;
- obtaining permission from the Director before embarking on a public campaign using social media; and
- getting a colleague to check the content before it is published.

Any communications that employees make in a professional capacity through social media must not:

- bring LSU into disrepute, for example by:
  - criticising or arguing with clients, carers, colleagues or rivals;
  - making defamatory comments about individuals or other organisations or groups; or
  - posting images that are inappropriate or links to inappropriate content;
- breach confidentiality, for example by:
  - revealing trade secrets or information owned by LSU or LSU's clients;
  - giving away confidential information about an individual (such as a colleague or client contact) or organisation (such as another charity); or

- discussing the LSU's internal workings (such as client private advocacy subject matter, grant applications that are in progress or future business plans that have not been communicated to clients or the public);
- Posting information that may party politically directed.
- breach copyright, for example by:
  - using someone else's images or written content without permission;
  - failing to give acknowledgement where permission has been given to reproduce something; or
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee of the organisation); or
  - posting images that are discriminatory or offensive or links to such content.

Authorised employees must take care when responding to posts on behalf of Lewisham Speaking Up. Responses should be in line with our Mission and beneficiaries must be consulted given that our purpose is to speak up for people with learning disabilities or enable them to speak up for themselves. When in doubt, employees should consult the Director regarding how to respond to a post – especially if responding to any negative, emotive, or provocative posts.

Permission **MUST** be sought first before posting any photos, films, or writing of/about our beneficiaries or volunteers. The following template **MUST** be used to obtain this information:

- LSU Photo, Video and Social Media Consent form (appendix 1)

### **Excessive use of social media at work**

Employees should not spend an excessive amount of time while at work engaged in personal/non-work related social media. This is likely to have a detrimental effect on employees' productivity. They should ensure that use of social media does not interfere with their other duties.

### **Monitoring use of social media during work time**

LSU reserves the right to monitor employees' social media usage. LSU considers that valid reasons for checking an employee's internet usage include suspicions that the employee has:

- been using social media for personal/non-work related reasons when he/she should be working; or
- acted in a way that is in breach of the rules set out in this policy.

Monitoring is in LSU's legitimate interests and is to ensure that this policy on use of social media is being complied with.

The data controller is Marsh Stitchman and he can be contacted by email on:

[marsh@lsup.org.uk](mailto:marsh@lsup.org.uk)

Monitoring could consist of checking the social media sites that an employee has visited, the duration of such visits and the content that the employee has contributed on such sites.

The information obtained through monitoring may be shared internally, including with members of the trustee Board, the Director, or an employee's manager. However, information would normally be shared in this way only if LSU has reasonable grounds to believe that there has been a breach of the rules set out in this policy.

The information gathered through monitoring will be retained only long enough for any breach of this policy to come to light and for any investigation to be conducted.

Information obtained through monitoring will not be disclosed to third parties (unless LSU is under a duty to report matters to a regulatory authority or to a law enforcement agency) and will not be transferred outside the European Economic Area (EEA).

Individuals have a number of rights in relation to their data, including the right to make a subject access request and the right to have data rectified or erased in some circumstances. You can find further details of these rights and how to exercise them in LSU's data protection policy. If individuals believe that the organisation has not complied with their data protection rights, they can complain to the Information Commissioner.

Access to particular social media may be withdrawn in any case of misuse.

### **Social media in your personal life**

LSU recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of the organisation, employees must be aware that they can damage LSU if they are recognised as being one of our employees.

Employees are allowed to say that they work for LSU, which recognises that it is natural for its employees to sometimes want to discuss their work on social media. However, the employee's online profile (for example, the name of a blog or a Twitter name) must not contain LSU's name.

If employees, consultants, contractors, volunteers or trustees do discuss their work on social media (for example, giving opinions on their specialism or the sector in which LSU operates), they must include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer."

Any communications that employees make in a personal capacity through social media must not:

- bring LSU into disrepute, for example by:
  - criticising or arguing with clients, carers, colleagues or rivals;
  - making defamatory comments about individuals or other organisations or groups; or
  - posting images that are inappropriate or links to inappropriate content;
- breach confidentiality, for example by:
  - revealing trade secrets or information owned by LSU or LSU's clients;
  - giving away confidential information about an individual (such as a colleague or client contact) or organisation (such as a another charity); or
  - discussing the LSU's internal workings (such as client private advocacy subject matter, grant applications that are in progress or future business plans that have not been communicated to clients or the public);
- breach copyright, for example by:
  - using someone else's images or written content without permission;
  - failing to give acknowledgement where permission has been given to reproduce something; or
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee of the organisation); or
  - posting images that are discriminatory or offensive or links to such content.

## **Use of social media in the recruitment process**

Unless it is in relation to finding candidates (for example, if an individual has put his/her details on social media websites for the purpose of attracting prospective employers), employees, contractors, consultants, volunteers and trustees, either themselves or through a third party, must not conduct searches on applicants on social media. This is because conducting these searches during the selection process might lead to a presumption that an applicant's protected characteristics (for example, sexual orientation or religious beliefs) played a part in a recruitment decision. This is in line with LSU's Equal Opportunities Policy.

## **Disciplinary action over social media use**

All employees, consultants, contractors, volunteers and trustees are required to adhere to this policy. Employees should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to summary dismissal.

## **Appendices**

**Appendix 1:** Photo, Video, and Social Media Consent Form Jan 21



## Photo, Film and Social Media Consent Form



This form is also about you having your **photo** taken.



This form is about you being **filmed**.



This form is about you being talked about on **Social Media**. This might be **Facebook, Twitter, Instagram, YouTube**, or on our **website**.



If you sign this form you will be saying it is ok for Lewisham Speaking Up to use the photos or films of you or write about you.



You should only say it is ok if you have seen the photos, film, or piece of writing and you are happy with them.

We will use the photos or films in different places. This could be:



- On our website or websites of other groups we work with



- In a leaflet, poster or newsletter



- On Facebook



- On Twitter



- On Instagram



- On YouTube



- We might use your photos in things like newspapers or magazines.



I say it is OK for Lewisham Speaking Up to take photos and films of me and use them.

Yes  No



I say it is OK for Lewisham Speaking Up to write or talk about me on Social Media, websites, or other media.

Yes  No

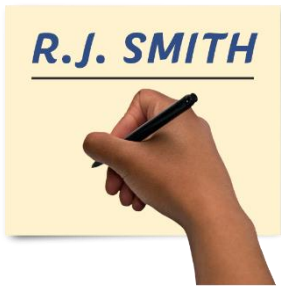


I say it is OK for Lewisham Speaking Up to copy or change the photos and films of me.

Yes  No



Please turn over to fill in your name and address.



My Name



My Address



My Signature



Date