Park Centre Burgess Hill CIO
Acceptable Use of Social Media Policy

Reviewed 12th February 2024

Signed

Chair: Karen Taylor

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Policy Statement

Park Centre Burgess Hill CIO recognises the importance of the Internet in shaping public thinking about our organization and our current and potential services. We also recognize the importance of our employees joining in and helping shape conversation in communities and the potentials for interaction in social media with the wider public, parents and young people.

Park Centre Burgess Hill CIO is committed to supporting honest, transparent, and factual communication on the Internet through social media.

This policy applies to all use of social media, in whatever form, relating to Park Centre Burgess Hill CIO activities worldwide and covers all information and communications provided by Park Centre Burgess Hill CIO or on its behalf.

Definitions

Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos.

The term "social media" is an all-embracing term relating to websites, platforms, or apps such as Facebook, Twitter, Instagram, WhatsApp etc. which can be used for communicating through text, audio and video with the wider public, communities, parents and young people.

Related Policies and Procedures

The following policies and procedures relate to this policy:

- Safeguarding Policy
- Acceptable Use of IT Policy
- Complaints Policy
- Diversity, Equality, and Inclusion Policy
- Data Protection Policy
- Confidentiality Policy

- Code of Conduct
- Volunteers Policy
- Data Privacy Notice for Public
- GDPR Privacy Notice for Staff

Core Principles

Social media applications are forever changing, and tools are continually being enhanced which makes it difficult to develop a policy for any platform that will remain relevant or contain the latest information for all applications. Therefore, the following core principles should be applied by staff or volunteers in their personal and Park Centre Burgess Hill CIO social media use:

1) **Be mindful that you are responsible for what you post.** Never say anything online that you would not be comfortable seeing quoted on the BBC, to your parents or to your boss. Will what you share or say be compatible with our code of conduct and our work with young people?

   When in doubt – do not post. You are responsible for ensuring that your posts are accurate and not misleading.

2) **Maintain an appropriate distance** between your private life, your professional networks and relationships with young people. Use your Park Centre Burgess Hill CIO email to create accounts with any social media platform and share details and passwords with info@parkcentre.org.uk
   Do not use your personal email or phones in any contact with young people or parents.

3) **Identify yourself clearly in your profiles.** Make it clear that you work for Park Centre Burgess Hill CIO in your professional profile with a link to https://parkcentre.org.uk website and in your private profile recognise that any statements you make can affect your employment.

   Ensure that friends lists cannot be viewed by the public, limit access to content and for any friend's requests verify the contact before admitting to any private or closed groups.

4) **Keep records.** Always use platforms that allow you to keep a record of interactions between you and young people. Check with the Chair or your line manager before using any new platform and review whether the data is stored safely. Keep incident reports and session logs as required.

5) **Once online it can never be 'forgotten'.** Remember that once it is on the internet, we cannot guarantee what happens to the data nor how long it is retained. Only use secure communication for sharing personal data through our IT systems such as encrypted email or shared access to a folder (e.g., OneDrive).

   Remember to be make sure we have a completed consent form to share any images of young people and any forms are stored securely.

6) **Think safeguarding.** In any 'live' interaction with young people online as in any group work in a building ensure that there are sufficient staff and volunteers within the same virtual space to protect young people, staff and volunteers from harassment, bullying, sexual, racist, or derogatory statements and to monitor any breaches of ground rules agreed with young people.

7) **Be prepared to immediately block**, mute, or remove participants in any online discussion or interaction to protect young people, staff, volunteers and the wider public. It is wise to take time to practise and understand how this works with any platform.

8) **Do you know who you are talking to?** Always take appropriate action within the platform to vet any participants online before any interaction but particularly with any 'live' events using virtual lobbies or waiting rooms, as well as any other forms of securely identifying participants in the online space being created. Remember that fake accounts do exist, and users may lose control of their accounts at any time.

9) **Don't be on 24/7.** Staff and volunteers should restrict the time frame of direct interactions online to avoid always being available 24/7. The wider public, parents and young people should be made aware through profiles and policy when you are available for contact and care taken to NOT respond out of hours. As a rule, we would advise turning off IT equipment and phones when not required and consider only responding between 9am and 9pm.

    You should avoid contact which could be perceived as socialising or 'pestering'.

10) **Give credit where credit is due and don't violate others' rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content.

    Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).

11) **Media Consent.** Do ensure we have the consent of anyone we are sharing pictures of. Registration forms should be completed by the parents/guardians of all young people and where consent has been expressly denied then images of the young person should not be shared.

All trustees and staff should take the opportunity to complete training for social media platforms and to understand the systems they are utilising to the full.

Public statements and promotion of activities by Park Centre Burgess Hill CIO will be issued by the Chair through our website and social media channels. **Please ensure you discuss any promotion of activities with the Chair or your line manager first.**

Online Incidents

Data Breach

A data breach occurs when private identifiable information or a private communication is shared openly or to third parties about a member of staff, volunteers, trustees, parents, or young people.

Any incident should be recorded on our Incident Reporting system and the Safeguarding Officer contacted as soon as possible.

Data breaches will be reported to the Information Commissioner as appropriate.

Inappropriate / offensive posts on our social media accounts

Our social media accounts should be regularly monitored and if not being used closed and deleted.

If an inappropriate / offensive post or comment is identified, then the following actions taken immediately:

1) Screenshot the offending post or comment for our records and uploaded to our incident reporting.
2) Turn off public comments, delete/hide the comment or post and if necessary, block and mute individuals of concern. (Where possible evidence of the post and interactions should be maintained and recorded but the priority is to ensure that further harm is avoided.)
3) The Chair and Safeguarding Officer should be informed and if necessary, a public apology issued via social media.
4) Individuals including staff and volunteers affected by the post will be offered support by line manager/s or the Trustees which may include third-party advice and counselling.

Reporting serious incidents

The Chair and Safeguarding Officer consider whether Park Centre Burgess Hill CIO need to report a serious incident to the Charity Commission or make reports to the police or other regulators.

Allegations / offensive posts by third party's social media accounts

Where an online post alleges concerns about the conduct of Park Centre Burgess Hill CIO, its trustees, staff, volunteers, parents, or young people then the following actions will be taken:

1) Screenshot the offending post or comment for our records and uploaded to our incident reporting.
2) At no time should any comment or response be added directly to any online social media not in our control.
3) The Chair and/or Safeguarding Officer should be informed who will decide the course of action which may include direct messages to the administrator of the social media account requesting the removal of any offensive post or complaint to the Police or the host of the social media account (e.g. Facebook).
4) Individuals including staff and volunteers affected by the post will be offered support by line manager/s or the Trustees which may include third-party advice and counselling.
5) If necessary, a public notice will be published by our Chair after due consideration countering any allegations or concerns.

Appendix 1 - Useful Links

UK Safer Internet Helpline 0344 381 4772   https://www.saferinternet.org.uk/

The Mix – Essential Digital Advice and Support   https://www.themix.org.uk/

Youth Work Support   https://youthworksupport.co.uk

Think u Know   https://www.thinkuknow.co.uk/