SOCIAL MEDIA POLICY

Version 3

AUG 2024
To be reviewed AUG 2026

Document Control		
Version	Date	Reason, Author, Agreed by including date
1	Feb 2021	New policy adopted
2	Aug 2023	Review overdue, TR, update postponed - Board approval delayed
3	Aug 2024	New review, TR

1. Scope

1.1. This policy outlines the organisation's approach in relation to social media for all persons connected with the organisation, including employees, young people and trustees.

1.2. This should be considered alongside policies for Data Protection, Equality, Diversity and Inclusivity, ICT Acceptable Use Agreement and Safeguarding.

1.3. This social media policy aims to protect employees and volunteers from engaging in inappropriate conduct online and help staff at IUK feel comfortable that the organisation's risk of unsuitable behaviour online is being mitigated.

1.4. However, it should not stifle creativity or prevent fruitful online conversations that bring positive benefits to IUK and value our supporters.

2. Purpose

2.1. The intention of this policy is to protect the interests of the charity and its users as well as support employees and volunteers with a clear framework when engaging in social media tasks set out by the charity.

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to IUK's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

2.2. This policy is intended for all staff members of all levels, volunteers, young people and trustees, and applies to content posted on both an IUK device and a personal device. Before engaging in work-related social media activity staff must read this policy.

2.3. This policy sets out guidelines on how social media should be used to support the delivery and promotion of IUK, and the use of social media by staff and young people in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

3. Social Media access and usage:
Staff that are assigned social media responsibilities will be given access to a shared drive document that includes login details for IUK's social media accounts. Login details should not be shared by email or direct message.

3.1. If you have specific questions about any aspect of these channels, please contact the CEO. Only approved staff members have permission to post content on IUK's official channels with the permission of the CEO. This typically includes the Marketing and Communications Coordinator, Project Workers and the PA. Any posts by young people and/or volunteers are created outside of the channels and if approved, are posted by staff.

3.2. IUK uses the following social media channels:

a) X: Audience includes funders, partners, schools, activists and policy makers.
b) Instagram: Audience includes young people, creatives and partners.
c) Facebook: Audience includes parents, young people and the local community.
d) Linkedin: Audience includes staff, partners, funders and other professionals.
e) YouTube: Audience includes general public, partners, influencers.

3.3. These accounts are used to promote IUK's work, reach a larger audience and encourage engagement, share information and news, run campaigns, link with partners and stakeholders and enlist support on particular issues.

4. Conduct guidelines
4.1. We encourage staff to share posts that we have published. When online in a personal capacity, you might also see opportunities to comment on or support IUK and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the CEO who will respond as appropriate.

4.2. The CEO is responsible for setting up and managing IUK's social media channels. Only those authorised to do so by the CEO will have access to these accounts. Staff should not set up other Facebook groups or pages, X (Twitter) accounts or any other social media channels on behalf of IntegrateUK. This could confuse messaging and brand awareness. By having official social media accounts in place, Project staff can ensure consistency of the brand and focus on building a strong following.

4.3. The CEO is responsible for approving the creation of social media accounts and ensures the staff with access handle password protection with utmost care.

4.4. All accounts must be created using an @integrateuk.org email address and under no circumstances be created using personal email accounts. In the case of 2-point verification or similar security measures, staff are to use IUK devices and approved accounts.

4.5. Be an ambassador for our brand. Staff should ensure they reflect IUK's values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice and messaging that all staff should refer to when posting content on IUK's social media channels.

4.6. Make sure that all social media content has a purpose and a benefit for IUK, and accurately reflects IUK's agreed position.

4.7. Bring value to our audience(s). Answer their questions, help and engage with them.

4.8. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

4.9. Always pause and think before posting, remembering that nothing can be unsaid - if unsure, take time to check with the Marketing and Communications Coordinator and / or the CEO.

4.10. If organisations outside IUK wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the CEO about this.

4.11. Staff shouldn't post content about anyone without their permission. The responsible individual should take their cue and instructions from the CEO.

4.12. If using interviews, videos or photos that clearly identify an individual under 18, staff must ensure they have the consent of a parent or guardian before using them on social media.

4.13. Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

4.14. Staff should refrain from offering personal opinions via IUK's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about IUK's position on a particular issue, please speak to the CEO.

4.15. IUK is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We must ensure all content posted remains politically neutral at all times – this means we should not endorse or criticise any specific political party, candidate or ideology. We have every right to express views on policy, including the policies of parties, at the same time we do not guide anyone on how to vote in local, government or any political matters.

4.16. The CEO regularly monitors our social media spaces for mentions of the charity to stay on top of comments and mitigate issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the CEO will take over social media until further notice.

4.17. If any staff, volunteers or freelance workers at IUK become aware of any comments online that they think have the potential to escalate into a crisis, whether on IUK's social media channels or elsewhere, they should speak to the CEO immediately:

Lisa Zimmermann (CEO): lisa.zimmermann@integrateuk.org

4.18. Any communications that employees make in a professional capacity through social media must not:
a) Bring our organisation into disrepute, for example by:
b) Criticising or arguing with clients, colleagues or rivals; making defamatory comments about individuals or other organisations or groups; or posting images that are inappropriate or links to inappropriate content;
c) Breach confidentiality, for example by:
    - revealing information owned by our organisation;
    - giving away confidential information about an individual (e.g. contact details) or organisation.
d) Breach copyright, for example by:
● using someone else's images or written content without permission;
● failing to give acknowledgment 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 our organisation); or posting images that are discriminatory or offensive [or links to such content].

5. Use of personal social media accounts - appropriate conduct:

5.1. This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. IUK staff are expected to behave appropriately, and in ways that are consistent with IUK's values and policies, both online and in real life.

5.2. Be aware that any information you make public could affect how people perceive IUK. You must make it clear when you are speaking for yourself and not on behalf of IUK. If you are using your personal social media accounts to promote and talk about IUK's work, you must use a disclaimer: "The views expressed on this site are my own and don't necessarily represent IUK's positions, policies or opinions."

5.3. Staff who have a personal blog or website which indicates in any way that they work at IUK should discuss any potential conflicts of interest with their line manager. Similarly, staff who want to start blogging and wish to say that they work for IUK should discuss any potential conflicts of interest with their line manager.

5.4. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing IUK's view.

5.5. Use common sense and good judgement. Be aware of your association with IUK and ensure your profile and related content is consistent with how you wish to present yourself to the general public, peers, colleagues, partners and funders.

5.6. IUK works with several high profile people and organisations, including UK Youth, Government Departments, UNFPA, Commonwealth Chair-In-Office, NHS accounts, policy makers, journalists, TV presenters and other high profile people, politicians and major donors. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by IUK. This includes asking for retweets about the charity. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the CEO to share the details.

5.7. IUK is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. Staff who are politically active in their spare time need to be clear in separating their personal political identity from IUK and avoid potential conflicts of interest.

5.8. Never use IUK's logos or trademarks in private posts unless approved to do so. Permission to use logos should be requested from the CEO. Do not use stock photographs or other materials that are not IUK's own when creating posts on your private social media accounts.

5.9. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely. You can find more information on your responsibilities when using our computer systems in our ICT Acceptable Use Agreement.

5.10. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people, use belittling language or a derogatory tone. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

6. Mitigation

6.1. In addition to the charity's formal social media subscriptions, staff are encouraged to engage in a personal capacity where appropriate with IUK's publications as it adds values to bring authentic human voices to support the work being done. However, should these contravene the charity's values or misrepresent the charity in any way, the CEO will request this to be removed.

6.2. Should the formal publication of IUK's post be offensive to any staff member personally, they are asked to contact the CEO immediately.

6.3. Information should be as accurate as possible before publications. If anyone has made an error, a correction must be published with an apology. The CEO should be informed of any misinformation immediately.

6.4. If a complaint is made on IUK's official social media channels, staff should seek advice from the CEO before responding. If they are not available, then staff should speak to the Chair of the Board of Trustees.

6.5. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Examples might include: A safeguarding concern with one of our young people or a major safety issue at the IUK office. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

6.6. If a staff member is contacted by the press about their social media posts that relate to IUK, they should talk to the CEO immediately and under no circumstances respond directly.