



Croydon Mencap

Social Media Policy

Version Control

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Approved by:	Board of Trustees	
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Objectives

1. The objectives of this policy are to:
 - a. Positively use Social Media to **enhance** the work of Croydon Mencap
 - b. Positively use Social Media to **promote** the work of Croydon Mencap
 - c. Positively use Social Media to **involve** the members of Croydon Mencap in the above objectives
 - d. Safeguard our members
 - e. Protect staff from legal risks
 - f. Encourage the responsible, positive and constructive Official use of Social Media in support of Croydon Mencap's mission, values, objectives, plans and reputation
 - g. Prevent and avoid damage to the reputation of Croydon Mencap caused by irresponsible, or unauthorised use of Social Media

Definition of Social Media

1. "Social Media" is the broad term given to describe internet and web based communication platforms, which enable users to rapidly connect and interact in a variety of different formats. A Social Media site is a platform that allows user-generated content to emerge through interactions and collaborations in a virtual community.
2. All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, GDPR, Freedom of Information legislation, the Safeguarding of Vulnerable Groups Act 2006 and other legislation. Staff must also operate in line with the Staff Code of Conduct, and Safeguarding Policies.

Scope

1. This policy covers:
 - a. Official use of Social Media on behalf of the Croydon Mencap
 - b. The responsibilities that Trustees, employees and members have in their personal use of Social Media

Approved use of Social Media on behalf of Croydon Mencap (Official use)

1. All use of Social Media on behalf of the Croydon Mencap must comply fully with this policy and all other relevant policies and be approved in accordance with this policy. It must also comply with all relevant laws
2. Users who have been approved in either of the ways below are referred to as “Official users” and their use of Social Media as Official users is called “Official use”. Only Official users may use Social Media on behalf of Croydon Mencap
3. Only the CEO, or in their absence the Chairperson of the Board of Trustees, may approve the Official use of Social Media by employees. The CEO may at any time revoke the Official use of Social Media by any employee. The CEO is an Official user unless their use has been revoked or suspended in accordance with this policy
4. The Chairperson of the Board of Trustees, in consultation with the Board, may revoke Official use by any employee including the CEO
5. Croydon Mencap will maintain a written record of all Official users together with a secure record of their user ids and logon details. Official users are required to promptly notify CEO of their account details used for Official use and any updates to them
6. The right to act as an Official user will be terminated on the cessation of any employment. On termination the Official user will surrender all current login details and account information, including passwords and any other tokens or authorisation devices, to Croydon Mencap and will assist as reasonably necessary to transfer or cancel the account
7. The right to act as an Official user is suspended during any period of suspension of an employee and the individual may not act as an Official user during this time
8. Rules and guidance on how Social Media should be used may be issued and updated by the CEO or Board of Trustees at any time and will be communicated to Official users

Access to Social Media on Croydon Mencap premises

1. Croydon Mencap equipment may only be used to access and post to Social Media by Official users or as part of any approved activities. Croydon Mencap equipment must not at any time be used for personal access to Social Media

Personal use of Social Media by Employees, Trustees and Members

Trustees and employees must:

1. Remember that when you use Social Media you are personally responsible and liable for what you post. You must therefore take care to ensure that you always act responsibly and follow the law and Croydon Mencap's policies and standards of conduct, whether you are in work or out
2. If you misuse Social Media or post inappropriate or damaging content, then you may be subject to disciplinary action including dismissal
3. When using Social Media in a personal capacity (i.e. not as an Official user) Trustees and employees must always:
 - a. Follow any reasonable guidance that we issue, including that in this policy
 - b. Report any communication received from members to the Designated Safeguarding Lead
 - c. Report any inappropriate communications between another staff member and Croydon Mencap members / club members
 - d. Make it clear that your views are not those of Croydon Mencap and that you are not posting in any Official capacity
 - e. Take care to ensure that any general information you post that relates to Croydon Mencap is accurate and not misleading and promptly correct any errors or inaccuracies in your posts
 - f. Be open about who you are and not post anonymously or under an alias in order to circumvent the requirements of this policy
4. You must never:
 - a. Disclose any personal information about members of the Croydon Mencap community or disclose any information that is confidential, including any information obtained as a result of your employment or position and not yet in the public domain
 - b. Post anything or act in such a way as to bring damage to Croydon Mencap or its reputation
 - c. Give someone else access to your passwords, accounts or phone/device
5. If you are a Trustee or employee you must not knowingly 'follow' 'friend' or engage in any way on Social Media with any Club members, unless they are a member of your family, a relation, or under your guardianship, or you are

following the individual solely as a consequence of fulfilling your parental or guardian responsibilities

6. We ask and encourage members, Trustees and employees, to report any damaging or negative comment about Croydon Mencap on Social Media to the CEO or Chairperson of the Board of Trustees. Reports of any praise or positive comment are also welcome