

## **Social Media Policy**

### **What is Social Media?**

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

All representatives of the trust Employees should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. All representatives should follow these guidelines in relation to any social media that they use as well as seeking permission, in writing, from the chair when speaking on behalf of the charity.

The use of social media is to help achieve the objectives, of the charity, through engaging in new and innovative ways, building new relationships with clients and donors and imparting the views of the brand reputation online.

### **Policy aims**

The widespread availability of social media means it is important to understand how to use it effectively and sensibly, both in the workplace and during personal use.

This policy aims to ensure that Crime In Mind is not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected.

This policy also aims to ensure that representatives of Crime in Mind are protected while using social media and feel empowered to contribute to collaborative online activity when it supports their role within the charity.

The policy applies to all trustees and consultants of the charity, Crime In Mind, from the Chairperson to temporary workers, and to all uses of social media.

### **Guiding principles**

Crime in Mind believes that when taking part in social media you should be honest, straightforward and respectful. The lines between public and private can become blurred so assume that everything you write is permanent and can be viewed by anyone at any time. Also, assume that everything can be traced back to you personally as well as to your colleagues, the charity and its customers and donors.

### **Terms of Use**

The following terms should be adhered to by all representatives of the charity at all times, whether at work or not.

You must ensure that your content, or links to other content, does not:

- interfere with your commitments;
- contain libellous, defamatory, bullying or harassing content;

- contain breaches of copyright and data protection;
- contain material of an illegal, sexual or offensive nature;
- include confidential information of the charity;
- bring the charity into disrepute or compromise the charity's brand and reputation;
- use the charity to endorse or promote any product, opinion or political cause.

If content published by you or others implicates you in the breach of these terms, it may lead to an investigation and disciplinary action in accordance with the Charity commission guidelines.

### **Terms of Use – Those Using Social Media as Part of Their Role**

Proposals to use any social media applications as part of your role within the charity must be approved by the directors through the chairperson.

You must ensure that your content or links to other content meet the charity's brand standard and strategy and you should take guidance from the Chairperson, or any other suitable person delegated the task by the chairperson.

Breaching the terms set out within this policy could result in the offending content being removed and the person responsible being suspended from using social media as a representative of the charity.

### **Policy enforcement**

Anyone who is suspected of being in breach of this Policy on Social Media may be subject to disciplinary action in accordance with the Charities commission guidance.

The Charity reserves the right to check the social media profiles of all representatives, if applicable.

### **Document Control**

<b>Version</b>	<b>Description of changes</b>	<b>Approved by</b>	<b>Date</b>
1.0	Version 1 for the charity.	Rikki Garg	30.3.2016