

Social Media

This policy provides practical assistance on the use of social media by Be Free Young Carers' employees and volunteers.

It covers all forms of social media, including Facebook, LinkedIn, Twitter, Instagram, Wikipedia, other social networking sites, and other internet postings, including blogs. It applies to the use of social media for both professional and personal purposes, during working hours and in your own time to the extent that it may affect Be Free Young Carers.

Social media can offer significant benefits from appropriate use, it is also important to be aware that it poses significant risks to our organisation. These risks include disclosure of confidential information, damage to our reputation and the risk of legal claims. To minimise these risks this policy sets out the rules applying to the use of social media which must always be appropriate and in the interests of Be Free Young Carers.

In response to the increased use of social networking websites, Be Free Young Carers has developed the following guidelines for employees and volunteers. This is intended to promote the safety of children, and employees from any risks associated with using social networking sites, whilst maintaining the reputation of Be Free Young Carers. Please also see Safeguarding and Equality and Data Protection policies for additional information regarding Internet usage.

Social media is an important tool to update and engage supporters and reach a wider audience. However, there are risks. This policy is vital to:

- **Ensure the information we post and receive is treated sensitively**
- **Ensure our social media is secure and safe for all to access**
- **Have a plan in place for if a crisis or breach does happen**
- **Make employees social media responsibilities clear to them**
- **Ensure we are keeping children safe, if they choose to engage with us on social media**
- **Give advice to volunteers**

As an employee or volunteer of Be Free Young Carers, you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- **Be respectful to all. Be Free Young Carers has zero-tolerance to any hate speech, racism or inappropriate language, and will formally report any instances to the relevant agency.**

Social Media

- **Staff should not add any young carer or volunteer under the age of 18 on their personal social media account.**
- **Do not post any photos of you that could be deemed inappropriate.**
- **Posts should only be made in the interest of Be Free Young Carers and to promote our charities goal.**
- **Posts should not contain any confidential company information. Nor should they contain any personal information of another staff member, volunteer, young carer or their family. Staff should always be mindful of the GDPR.**
- **If one of our social media accounts receives a private message, the staff member who replies should do so in a professional manner, as if replying to a work email.**
- **If any message or comment is assessed as a child protection disclosure the Safeguarding policy should be followed, and the Designated Safeguarding Lead (DSL) notified.**

Staff Responsibilities:

CEO Sabiene North - Designated Safeguarding Lead (DSL)

- **The DSL has passwords for Be Free Young Carer's social media sites and keep them safe.**
- **The DSL should also have the passwords for any staff social media accounts, so that they can check any private messages, conversations or posts.**

Digital Marketing Manager – Charlotte Burke (DMM)

- **The DMM ensures the information we post and receive is treated sensitively.**
- **The DMM responds to social media conversations professionally and as helpful as possible.**
- **The DMM makes sure we are up to date on the latest business profiles and accounts for mentioning, sharing and hashtagging.**
- **The DMM ensures our social media is secure and safe for all to access.**
- **The DMM ensures we are keeping children safe, if they choose to engage with us on social media**
- **The DMM attends appropriate courses that will benefit our social media strategy.**
- **The DMM is up to date with social media platforms and software.**
- **The DMM liaises with staff on upcoming events and awareness weeks that would promote the charity effectively. Attends team meeting once a week and conduce one social media meeting once a week.**
- **The DMM reports any message or comment assessed as a child protection disclosure. Ensuring the Safeguarding policy will be followed, and the Designated Safeguarding Lead (DSL) notified.**

Social Media

- The DMM assists Young Carer Youth Workers and the Volunteer and Befriending Coordinator with their private 13+ Facebook and Instagram pages, find and write content, monitor any comments or messages from Young Carers. The DMM can not accept requests from young carers / volunteers without prior discussion with the staff involved.
- The DMM Security - Makes sure passwords for Be Free Young Carer's social media sites are kept safe. Be aware of any hacking or issues with profiles – report immediately.
- • The DMM is up to date with news, local events and activities especially those benefiting the charity and promote.
- • The DMM networks and engages in social media interaction with persons of interest.
- • The DMM always represent the charity, keeping personal views separate and engaging mutually and non-biased.
- • The DMM liases with Fundraising and Events Coordinator to deliver useful and beneficial content for all users and businesses. Promote all fundraising for the charity and supporters.
- Young Carer Youth Workers- Lead, maintain and update 13+ private support group Facebook and Instagram Pages.
- In order to reduce the risks that can be associated with social media and maintain boundaries, Be Free Young Carers' staff have organisational profiles separate to any personal profiles. For these profiles, Be Free Young Carers employees will share their log-in details with the safeguarding lead so that their actions are open to scrutiny.
- Be Free Young Carers employees are expected to keep all communications with young carers for future reference, and to not delete any communications from their organisational profile.
- Conversations over social media with young carers must be recorded on CPOMS.
- Volunteer Befriending Coordinator- Advise Befrienders that if they do engage with Be Free Young Carers, talk about Be Free Young Carers, or adults associated with Be Free Young Carers, on social media their behaviour may be under scrutiny.
- Volunteers should ensure they are following the correct social media etiquette outlined above. They should also strongly consider setting their privacy settings to 'high'.
- If a volunteer adds a young carer over the age of 18, or adds a parent of a family they are/were working with, they must inform Be Free Young Carers. You must be mindful of each other's privacy, and the Befriending guidelines e.g. Do not have long discussions over social media, or organise meetups outside of Befriending scheme.

Social Media

- **Befrienders should only communicate with their matched young carer over SMS if necessary.**
- **No personal details should be shared over social media.**

All questions and concerns should be referred to the Safeguarding Lead without delay, who is responsible for e-safety. Any inappropriate behaviour between staff/volunteers and Be Free Young Carers members via social media or non-compliance with the above guidelines will be considered under the organisation's disciplinary procedure.

Supporter and Client Inquiries:

If a parent or adult contacts Be Free Young Carers over social media:

The staff member who receives the message should respond professionally, and be as helpful as possible. Anything that could be assessed as a child protection disclosure should be reported to the DSL. The staff member should be cautious if the messenger is not recognised, before giving details associated with Be Free Young Carers or an events with us. GDPR should always be followed.

If a young carer or person under 18 years contacts Be Free Young Carers over social media:

The staff member who receives the message should respond professionally, and be as helpful as possible. They should also be aware of age and make sure their reply is appropriate for that age range. Anything that could be assessed as a child protection disclosure should be reported to the DSL and the Safeguarding policy followed. The interaction must also be recorded on CPOMS. The parent should be contacted if the information does not put the young carers at risk, and they agree for you to share this information. GDPR should always be followed.

Questionable content:

Be Free Young Carers will ensure all posts are of an appropriate nature and fulfil our goal of helping and promoting young carers in Oxfordshire. If any content is shared on our social media that is inappropriate, it will be removed. If a comment is made on a social media post that is inappropriate, it will be removed. If a supporter or member of the public engages with our social media in an inappropriate way they will be blocked and, if a follower, removed from that form of social media.

If our social media account is hacked, we will make a public apology for this to notify our followers that it is not Be Free Young Carers posting and close the social media account.

Social Media

Online Abuse / Behaviour:

Be Free YC will not tolerate any instances of work-related violence to our staff. All employees have the right to be treated with consideration, dignity and respect. Be Free YC define work-related violence as: any incident in which an employee is verbally / physically abused, threatened, harassed or assaulted by a member of the public in circumstances arising out of the course of their employment.

Additionally, online abuse, threats and harassment through social media channels and personal profiles. Employee includes staff, trustees and volunteers.

In the event, we as a charity are faced with negative engagement and or behaviour on social media, the DMM must report to the Chief Executive Officer on the appropriate courses of action to take in response and prevention of damaging our reputation.

In the event of the following: Negative Reviews / Comments / Interactions

- The DMM must use appropriate and polite action to help improve this relationship or situation. For example, liaise with the person online privately through messaging, contact to the appropriate colleague to deal with the situation if relating to their area.**
- If this can't be dealt with / the relationship continues to break down / negative behaviour continues – DMM has authority on permission of the Chief Executive Officer to report / block the person involved following up with a conversation with the Chief Executive Officer on the reasoning for the action if the person is a member / supporter of our charity. For example, the person continues to threaten, use inappropriate language or behaviour towards staff, other members, or general public despite trying to amend relationship or solve issues.**
- On the rare occasion this abuse continues, becomes targeted at the Charity and or specific colleagues or charity members, further advice and support must be considered and actions in place to seek professional help and consequences for this impact. For example, contacting the police for further investigations / protection / punishment.**

Consequences of Breach:

If a staff member or volunteer fails to comply with the social media policy the Chief Executive Officer will decide an appropriate course of action, depending on the severity of the breach. The organisation's disciplinary procedure should also be consulted, depending on the severity of the breach.



**Approved by Trustees
July 2023**

Social Media

Annual Review:

As social media is constantly changing and being updated, this policy will be reviewed annually.

All employees will be provided with access to a copy.

Volunteers will be expected to have read this policy as part of their training before starting volunteering with us.