

Waddington Street Centre Social media policy and guidance



At Waddington Street Centre (WSC) we want to reach out to as many people as possible. Getting our message across and promoting our services is an important part of our work. Using social media to do is an ever popular method. Social media can bring significant benefits to WSC particularly for building relationships with current and potential stakeholders.

However, it's important that social media within the Charity is used in a way that enhances the Charity's prospects without compromising its integrity. The following offers guidelines for staff, volunteers and service users at Waddington Street Centre.

Social media is the term used to describe the online tools, websites and interactive media that enable users to interact with each other in various ways, through sharing information, opinions, knowledge and interests. Social media involves building online communities or networks, which encourage participation, dialogue and involvement. For example: Facebook, LinkedIn, Google+, YouTube, flickr, Twitter, Instagram, WhatsApp (please note that this list is not exhaustive or exclusive).

We currently use **Facebook** and **Instagram**. This policy will apply to any other social media forums we may join in the future.

Within our organisation social media will apply to two distinct groups of people: those who work for or on behalf of the centre and those who use the centre and its services.

In the first instance a limited and designated number of staff members should be responsible for the maintenance of our social media pages. The centre's facebook page is operated and managed by the deputy manager (main admin person). One other administrator is added to the account but is only to be used in the event that the main administrator is unavailable.

The administrator must ensure that:

- Waddington Street Centre, its staff and volunteers use social media safely, appropriately and in line with the Charity's objectives.
- Monitoring for social media security threats and ensuring that all staff, volunteers and service users are made aware of the policy and safe working practices takes place.
- Requests for assistance and support made via social media are followed up in a timely manner.
- Information posted is relevant and up to date.
- The page is monitored daily.
- Offensive or inappropriate comments are taken down in a timely manner.

WSC also has one other Facebook account specifically about its chickens at School House. This is administrated by our housing coordinator and linked to the main WSC page. This account should be for the promotion of our chicken project only. All other centre enquiries or requests for support should be directed to and dealt with by the main WSC page or by e-mail/telephone.

Whilst it is anticipated that many people may make initial contact with the centre through its Facebook page, ongoing communications, especially of a delicate nature, are usually better conducted via email or telephone.

The WSC Facebook page will:

- Be checked daily for messages, Monday – Friday, 9am - 5pm
- Updated as necessary with information about the centre, its services and information about mental health.
- Treat people with the same levels of courtesy as offered via other forms of communication.
- Ensure that we have permission to use images of people and their artwork (as outlined in our GDPR policy)
- Be a friendly, positive and supportive space for WSC to share information and for service users to connect with peers.
- Only post information which is known to be true and not cause harm or offence to its readers.

The WSC Facebook page will not:

- Tolerate or allow discriminatory or aggressive comments – comments of this nature will be removed and persistent offenders will be blocked.
- Allow cross posting for the purposes of advertising or any other matter not related to the work of WSC.
- Be used by staff members to express individual views or beliefs.

Additionally,

- Friends of WSC may post images, but WSC reserves the right to remove this if conflicts with safety or confidentiality and
- Members of staff should not 'like' or 'follow' the WSC page unless their personal account has all available privacy settings activated. This is in line with the centre's code of conduct and professional boundaries which disallows staff to befriend service users on social media sites.

Instagram

- More recently the centre has opened an Instagram account. This is currently accessed and operated using a centre smart phone. The account is operated by the deputy manager and images are uploaded only to promote the work of the centre or to advertise an event or services. The account should not be used to follow other Instagram accounts unless they are known to WSC or are relevant to mental health and wellbeing. The account will be monitored at least once per week.
- As an image based site all images must be in line with GDPR and confidentiality policies. Images of people or their output must not be used without their written permission which will be held on file.
- Members of staff following the WSC Instagram account must remember that their identities may then be disclosed to any service users following the WSC account. If their account is not private or they use their real name rather than a username this should be avoided.

Staff social media usage

- Staff members should not use their own personal accounts in work time. If necessary lunch breaks can be used for this purpose.

- Staff should not post anything on personal pages which may cause reputational damage or be offensive or derogatory towards another team member.
- Staff who are friends or follow other colleagues should remember that work and home are separate places. In line with the WSC code of conduct staff must not disclose personal information about colleagues.
- Staff and volunteers who befriend service users on social media will be asked to refrain from doing so. They can direct service users to the official WSC site.
- Staff should not use their personal page to conduct centre business that has not been agreed by the management team

Service User Usage

- Social media is an excellent way of keeping people in touch with others. We recognise that many will befriend and keep in touch with peers outside of the centre using social media. Whilst this is out of the centre's jurisdiction we recommend safe usage as outlined in the centre's Service User Code of Conduct.
- Service Users who follow the WSC social media pages should refrain from posting controversial or derogatory material, getting into arguments with other followers or criticising the work of the centre in this public forum. Should individuals have specific complaints the centre's complaints procedure should be followed.

Should anyone have any matters or enquiries that require addressing regarding the social media usage within the centre they should speak to the manager or deputy manager.

Date this policy was approved by the Board of trustees: 1st April 2019