SOCIAL MEDIA POLICY

A guide for staff on using social media to promote the work of Dive Ability and in a personal capacity

This policy will be reviewed on an ongoing basis. Dive Ability will amend this policy, following consultation, where appropriate.

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Introduction

What is social media?
Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?
Social media is essential to the success of communicating Dive Ability's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Dive Ability's work.

Why do we need a social media policy?
The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Dive Ability'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 carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all volunteers and trustees and applies to content posted on both a *Dive Ability* device and a personal device. Before engaging in work-related social media activity, staff must read this policy.

Setting out the social media policy
This policy sets out guidelines on how social media should be used to support the delivery and promotion of Dive Ability, and the use of social media by staff 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.

Point of contact for social media
Stig Keating and Simon Davis are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to them.

Which social media channels do we use?
Dive Ability uses the following social media channels:

Facebook: https://www.facebook.com/DisAbDiver
Instagram: https://www.instagram.com/diveability/
YouTube: https://www.youtube.com/channel/UCIYVMbBcbIltTwcWQ5M45RA

Dive Ability uses Facebook and Instagram to share news with supporters and beneficiaries and to encourage people to become involved in our work. Dive Ability uses YouTube primarily to share videos of pool sessions for beneficiaries but also for wider publicity of our work.

Guidelines

Using Dive Ability's social media channels — appropriate conduct

1. Stig Keating and Simon Davis are responsible for setting up and managing Dive Ability's social media channels. Only those authorised to do so by them will have access to these accounts.

2. Social media are checked on an ad-hoc basis, enquiries or comments requiring a response should be responded to within a week, preferably sooner.

3. Be an ambassador for our brand. Staff should ensure they reflect Dive Ability values in what they post.

4. Make sure that all social media content has a purpose and a benefit for Dive Ability and accurately reflects Dive Ability's agreed position.

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

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

7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

8. If staff outside of Stig Keating and Simon Davis wish to contribute content for social media, they should speak to Stig Keating and Simon Davis about this.

9. Staff shouldn't post content about supporters or beneficiaries without their express permission. If staff are sharing information about supporters, beneficiaries or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Dive Ability. If using interviews, videos or photos that clearly identify a child, young person or vulnerable person, staff must ensure they have the consent of a parent or guardian before using them on social media. Staff must check that a Media Consent form has been received before posting photos of any individual involved with Dive Ability

10. 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.

11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

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

13. It is vital that Dive Ability does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Staff should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Dive Ability. This could confuse messaging and brand awareness. By having official social media accounts in place, Dive Ability can ensure consistency of the brand and focus on building a strong following.

16. Dive Ability 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 have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on Dive Ability's social media channels, staff should seek advice from the committee before responding.

18. Sometimes issues can arise on social media which can escalate into a crisis because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

If any staff outside of the committee become aware of any comments online that they think have the potential to escalate into a crisis, whether on Dive Ability's social media channels or elsewhere, they should speak to the committee immediately.

Use of personal social media accounts — appropriate conduct

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

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

2. Staff who have a personal blog or website which indicates in any way that they work at Dive Ability should discuss any potential conflicts of interest with the committee. Similarly, staff who want to start blogging and wish to say that they work for Dive Ability should discuss any potential conflicts of interest with the committee.

3. Use common sense and good judgement. Be aware of your association with Dive Ability and ensure your profile and related content is consistent with how you wish to present yourself to the general public, beneficiaries and supporters.

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

5. Dive Ability is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Dive Ability, staff are expected to hold Dive Ability's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Dive Ability and understand and avoid potential conflicts of interest.

6. Never use Dive Ability's logos or trademarks unless approved to do so. Permission to use logos should be requested from the committee.

7. 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.

8. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. 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.

9. We encourage staff to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Dive Ability 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 committee who will respond as appropriate.

Further guidelines

Libel
Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring Dive Ability into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law
It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality
Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Dive Ability is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our trustees for further information.

Discrimination and harassment
Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Dive Ability social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Lobbying Act
Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice.

Protection and intervention
The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the safeguarding officer immediately.

Under 18s and vulnerable people
Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with Dive Ability follows the same rules as the offline 'real-life' relationship. Staff should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as

necessary. Staff should also ensure that the site itself is suitable for the young person and Dive Ability content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy
Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Dive Ability is not a right but an opportunity, so it must be treated seriously and with respect.