

POLICIES AND PROCEDURES

Social Media Policy

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Purpose of this document

We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media.

The internet and social media websites can be a very useful business tool and the Company may authorise certain individuals to utilise these facilities for the benefit of the Company or to facilitate in the performance of their role.

At the same time, it is important to recognise that the internet and social media may pose risks to our confidential and proprietary information, and reputation, and can jeopardise our compliance with legal obligations. For example, it is possible for an individual or Aspired Futures (The Company) to be held liable for defamatory remarks made about a third party. Individuals can also be subject to civil and criminal prosecution in relation to behaviour online and whilst using social media. Trade secrets could be leaked online putting The Company at risk.

Therefore, it is important that certain rules and boundaries are put in place so that staff are aware of what is acceptable behaviour or activities and what is unlikely to be acceptable.

You are prohibited from posting any material relating to the charity or its users on social media sites unless expressly permitted by your line manager.

Details of Policy

What is covered by this policy?

This policy relates to the sharing of information on sites, including but not limited to Facebook, Twitter, LinkedIn, blogs and wikis.

Use of social media during working hours

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- To minimise the above risks and to avoid loss of productivity our IT resources and our communications systems are only to be used for appropriate business purposes.
- This policy applies to the use of social media for both business and personal purposes, whether during office hours or otherwise, regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.

I use social media on behalf of the Company, how does this policy affect me?

It is expected that all staff will use social media in a way that compliments their role within the Company and does not do anything that may jeopardise our valuable trade secrets, confidential information or intellectual property, or brings the Company into disrepute or affect relations with colleagues or customers.

You should refrain from posting negative comments online (whether publicly or not) about the Company and/or staff or customers or suppliers.

Where you are asked to speak on behalf of the Company or where you are unsure whether a communication would breach any of your obligations towards the Company, you should seek guidance and approval where necessary from a member of the Senior Management Team.

Remember, you are representing the Company and as such all activities and use of social media should be professional and in accordance with our policies and procedures including our bullying and harassment policy and/or Equal Opportunities Policy.

Any contacts made on social media sites or otherwise including, but not limited to, LinkedIn during the course of your employment with the Company belong to the Company, regardless of whether such contact lists exist on your own personal LinkedIn page. Similarly, any databases of contacts which have been used during the course of your employment for the purpose of fulfilling your duties belong to the Company. If you terminate your employment, you will be expected to delete any such accounts/contact lists and/or handover any passwords to the Company. Any contact lists brought to the Company will become property of the Company unless there is an express agreement to the contrary.

Will my use of social media be monitored?

Yes, we reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

What happens if I fail to comply with this policy?

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether

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our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

Staff may be required to remove internet postings which are deemed to constitute a breach of this policy.

Failure to comply with such a request may in itself result in disciplinary action.

All new trustees, staff and volunteers read this policy as part of their induction and all volunteers and children are requested to sign the Social Networking Code of Conduct (Appendix 1)

All Children and Young People (CYP) and their parent/carers are expected to sign the Acceptable Use Agreement (Appendix 2)

In the case of E-safety, we ensure that Trustees, staff and volunteers read and follow the E-safety – Social Media Guidance held in the main Safeguarding file in the Aspired Futures main office or on PAN Lancashire website (http://panlancashirescb.proceduresonline.com/pdfs/social_media_guidance.pdf)

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Appendix 1

Social Networking Code of Conduct

At Aspired Futures we understand the importance of social networking and interacting with your friends and colleagues. We would like you to be considerate of the following when you are communicating whether this is verbal, texting or networking.

- Pause before you post. Is your post hurtful or embarrassing? Could it offend or upset someone.
- If you feel unhappy or something has happened during the session please discuss this with a member of staff. Posting comments or discussing it online can be misinterpreted and could have repercussions on Aspired Futures or other members of the team.
- Under the Data Protection Law all discussions that have happened at group or whilst in transportation are confidential and are not to be discussed or posted online or via text.
- Please report any inappropriate behaviour or risky situations immediately to the Programme Manager. This can happen outside of Aspired Futures premises if you feel upset by a text, social networking or in person please let a member of staff know.
- Bullying will not be accepted. This includes bullying using technology like chat rooms or texting.
- If you do form a relationship in Aspired Futures, we ask that you respect each other and the other CYP's by socialising and interacting outside of Aspired Futures and to be appropriate when social networking.
- Show appropriate respect to Aspired Futures, you are our Ambassadors.

Name _____ Date: _____

Signed: _____

Service and Volunteer Manager _____ Aine Frith

Appendix 2

Aspired Futures E Safety Rules

Children and Young People's Acceptable Use Agreement

These rules reflect the content of our Internet Safety Policy, it is important that parents / carers read and discuss the following statements with their child, understanding and agreeing to follow Aspired Futures' rules on using ICT, including use of the internet.

1. I will only use ICT at Aspired Futures for approved projects
2. I must obtain prior approval from a member of Aspired Futures SMT if I wish to bring personal IT equipment onto Aspired Futures premises. Phones will be turned off and stored securely during sessions (please refer to Appendix 3)
3. I will only use the internet and / or online tools responsibly
4. I will not deliberately look for, save or send anything that could be unpleasant or nasty

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5. If I accidentally find anything inappropriate, I will tell a member of the Aspired Futures team immediately
6. I will not deliberately bring in inappropriate electronic materials from home
7. I will not look at or deliberately access inappropriate websites
8. I will make sure that all ICT related contact with others is responsible, sensible and polite
9. I will not give personal details out online, either for myself or other people
10. I will only open, edit or delete my own files
11. I will not attempt to download or install files without permission from a member of the Aspired Futures team
12. I will use ICT responsibly, I know the rules in place are there to keep me safe
13. I know that my use of ICT can be monitored and my parents / carer will be contacted if Aspired Futures have any concerns about my safety online.
14. I will only use ICT equipment at Aspired Futures when accompanied by a member of staff or a volunteer.

We have discussed this Acceptable Use Agreement and

.....(print child's name) agrees to follow the Internet Safety rules and to support the safe use of ICT at Aspired Futures.

Parent / carer Name (Please print).....

Parent / carer signature..... Date.....

This AUA must be signed and returned to Aspired Futures before any access to the internet during sessions will be permitted.

Appendix 3

The use of mobile phones and other personal devices by CYP at Aspired Futures will be decided by Aspired Futures staff and covered by this policy. The sending of abusive or inappropriate messages or content via mobile phones or personal devices is forbidden by any member of the charity and any breaches will be dealt with as part of the discipline / behaviour policy. Aspired Futures staff may confiscate any device if they believe it is being used to contravene any part of the policy. The phone or device may be searched by a member of SMT with the consent of the CYP and / or parent / carer. If there is a suspicion that the material on the device may provide evidence relating to a criminal offence the device will be handed over to the police.

Mobile phones should be switched off at all times whilst at Aspired Futures

Electronic devices which are bought into Aspired Futures are the responsibility of the user. Aspired Futures accepts no responsibility for the loss, theft or damage of such items. Nor will the charity accept responsibility for any adverse health effects caused by any such devices either actual or potential.

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CYP use of personal devices

- If a CYP breaches the charity's policy, the device will be confiscated and held in a secure location in the small office. Mobile phones and devices will be released to parents / carers on accordance with this policy.
- If CYP need to contact parents/ carers during sessions or outings, they can use the office phone or a staff work mobile phone. Any mobile phone belonging to CYP will be turned off during sessions and will be stored in a secure location. If parents / carers need to speak to CYP during a session, they should use the office phone.
- CYP should only give their personal mobile phone numbers out to trusted individuals.