



Social Media Policy

V.02

This policy is applicable to any employee or volunteer who has access to our Social Media and affiliated accounts.

Policy Brief and Purpose:

Our social media company policy provides a framework for using social media on behalf of SENDIASS Leicester.

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, Twitter and LinkedIn and applications such as Skype. Social media also covers video and image sharing websites, such as YouTube and Flickr, as well as personal weblogs ("Blogs" or "Vlogs"). This is a constantly changing area with new websites being launched on a regular basis and therefore, this list is not exhaustive.

Article 3.1 of the Minimum Standards states that: *"The IASS' provides impartial information, advice and support in a range of ways including social media."* It is for this reason that we are now focussing on expanding our social media scope and reach.

Currently, SENDIASS Leicester owns two social media accounts, **Facebook (SENDIASS Leicester)** and **Twitter (@SendiassL)** which is controlled by our Social Media Coordinator, Rebecca Clitsome. You may be given editor access to allow you to post on our social media, or you may be asked to create an affiliated personal account. SENDIASS Leicester also runs a YouTube account (**SENDIASS Leicester**) to post our own created media.

Branding/Image:

- All affiliated accounts should follow the format: "SENDIASS Leicester [Name/Title]"
- The SENDIASS Leicester logo must be part of your profile (profile picture, banner or pinned post) you are welcome to use your own appropriate photo of yourself. Please speak to our Digital Coordinator for access to the logo.
- Text/Bio: there should be an **"About"** section that states the following:
"At SENDIASS Leicester we can provide information and advice for Children and Young People aged 0-25 with SEND and their Parents/Carers."
- Disclaimer: there should a further post that states:
"Although we are a confidential information, advice and support service, nothing you say on this page is confidential as it is a social media platform. If you would like to talk to someone in

confidence, please contact our SENDIASS service directly by calling 0116 482 0870 or through email: info@sendiassleicester.org.uk"

- Impartiality: It is important to present yourself as a SENDIASS Service/Individual and maintain impartiality. There should be no bias or influence by any particular organisation, party, point of view or policy
- Appropriate content to be posted: we have a series of posts that we generally share on particular days. Please speak to the Social Media Coordinator about any of these. You can post relevant news, articles, images and events that are relevant to our scope of service.
- Any questions, please speak to the Digital Coordinator

Representing SENDIASS:

You may have a SENDIASS affiliated personal social media account (such as @SENDIASSLeader – the Leicester team leader account). These accounts are to represent SENDIASS or speak on SENDIASS' behalf. Employees must be aware at all times that, while contributing to SENDIASS Leicester's social media activities, they are representing SENDIASS Leicester, and so should use the same safeguards as they would any other type of communication about SENDIASS that is in the public arena.

Employees should:

- **Be respectful, polite and patient** when engaging in conversations on our behalf. They should be extra careful when making declarations or promises towards service users, partners or funders.
- **Avoid speaking on matters outside their field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility
- **Follow our Confidentiality Policy and Data Protection Policy** and observe the laws on copyright, plagiarism and fair use
- **Obtain permission from your line manager** before embarking on a public campaign using social media
- **Request your line manager to check content** before it is posted online
- **Try to avoid deleting or ignoring comments** for no reason – you should listen and reply to criticism, or direct them to our feedback/complaints procedure
- **Never post discriminatory, offensive or libellous content and commentary**
- You should **correct or remove any misleading or false content** as quickly as possible

Monitoring Internet Use and Online Communications

SENDIASS Leicester has the right, without your consent, to monitor and record your use of the internet and online communications, both during routine audit and in specific cases where a problem relating to excessive or unauthorised use is suspected. The purposes of such monitoring are:

- a) To establish the existence of facts
- b) Ensuring compliance with regulatory or self-regulatory practices, procedures, rules or codes
- c) Investigating or detecting unauthorised use of social media
- d) Ascertaining and maintaining standards of service
- e) Investigating, detecting and preventing crime
- f) Investigating, detecting and ensuring safeguarding and confidentiality is maintained

Disciplinary Consequences

We'll monitor all social media postings on our company social media accounts and affiliated personal accounts.

We reserve the right to remove access to our social media (both company and affiliated accounts) if you are found to be in contravention of this policy. Further training and support will be available.

We may take disciplinary action leading to and including termination if employees do not follow this policy's guidelines, in line with our Confidentiality Policy, Data Protection Policy and any other relevant policies.

Reviewed: Sept 2020

Next Review Date: Sept 2021