



## Social Media Policy for Volunteers

Most people now have some form of social media account, whether it's on Facebook, Twitter or Instagram.

We use social media across all of our work at PSPA. We use it to raise awareness, to ask people to support our events and many other things. It's a great way of reaching lots of people and making sure they know about our work.

We encourage the responsible use of social media and this policy is to set out what we expect from our volunteers when using social media. It is important to remember that we are all ambassadors for the charity and that social media is never private.

### This policy aims to:

- Give clear guidelines on what you can say about the charity
- Comply with legislation and protect you as a volunteer
- Help you draw a line between your private lives and your volunteering work
- Protect the charity against liability for the actions of volunteers
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

### Policy Statement

We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to the work of PSPA, using a wide variety of social media, such as Facebook, Twitter and Instagram.

This policy aims to protect anyone volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgement and common sense.

## Who is covered by the policy?

This policy covers volunteers. There is a separate policy for paid staff and consultants.

## Purpose of the policy

- This policy deals with the use of all forms of social media – including Facebook, Twitter and Instagram
- It applies to the use of social media for volunteering and personal purposes whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to the volunteers
- If you are found to be in breach of this policy the Director of Engagement will have the right to address this
- You may be required to remove postings, which are deemed to constitute a breach of this policy.

## Personnel responsibility for implementing the policy

- The Director of Engagement has a responsibility for operating within the boundaries of this policy, ensuring that all volunteers understand the standards of behaviour expected of them and taking action when behaviour falls below this
- All volunteers are responsible for the success of this policy and should ensure that they take time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the Director of Engagement
- Any content, which raises a safeguarding concern, must be reported to the Director of Engagement in line with the reporting procedures outlined in PSPA's Safeguarding Policy.

## Guidelines for responsible use of social media

The following sections of the policy provide volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

1. Volunteers must not post disparaging or defamatory statements about:
  - PSPA
  - PSAP staff, our clients, volunteers or people affected by PSP & CBD past or present
  - Suppliers
  - Other affiliates and stakeholders.
2. Volunteers should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

3. You are personally responsible for what you communicate on social media – as part of your role or on personal sites. Remember that what you put on social media will be available to be read by anyone including colleagues, volunteers, future employers and people you don't know for a long time. Keep this in mind when you post content. If in doubt, don't post it.
4. If you plan to use a photograph or quote from someone on social media, you must obtain their consent first.
5. Please do not tag anyone in photos on social media. This is because the person in the image may be vulnerable or under 18.
6. There is no obligation for volunteers to link their personal social media to any PSPA social media account.
7. Please do not set up a social media account, which represents a PSPA, group before speaking to the Director of Engagement first.
8. You are responsible for the privacy settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.
9. Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the Director of Engagement. Confidential information includes things such as unpublished details about our work, details of current projects, information held on our supporters, clients, staff or volunteers.
10. If you are uncertain or concerned about any post you're about to make, don't post it. Speak to the Director of Engagement first.