



# SOCIAL MEDIA POLICY

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## POLICY CONTROL

Version	Description	Date	Approval
0.1	Social Media Policy	March 2024	
1.0	Board approval	11 June 2024	Board
<b>Next Review:</b>		June 2027	
<b>Owner:</b>		Communications Lead	

## LINKED POLICIES

IT & Systems Policy  
Data Protection Policy  
Confidentiality Policy

# SOCIAL MEDIA POLICY

## 1. INTRODUCTION

This social media policy outlines the rules for using social media for Newquay Foodbank purposes and should be read in conjunction with the Data Protection Policy and Confidentiality Policy.

This policy sets out how staff members should behave when posting from the Foodbank's social media accounts. It also outlines guidance for using personal social media accounts at the Foodbank, or with foodbank related content, and describes what staff and volunteers should and should not say about the Foodbank on social media.

The term "staff members" is used in Newquay Foodbank's policies to refer to any employees, volunteers, trustees or contractors that are 'working' for the Foodbank. "Foodbank visitors" is the term used to describe the beneficiaries of the Foodbank, and the term "persons" encompasses both staff members and visitors.

All staff members of Newquay Foodbank should ensure that they understand this policy and act in accordance with its aims and objectives.

## 2. WHY A SOCIAL MEDIA POLICY?

Social media can be an extremely useful tool when promoting the Foodbank as well as helping to build relationships with supporters and other organisations. However, it is important that staff members who use social media within the Foodbank do so in a positive way that promotes the Foodbank's important work.

A poorly worded status or comment can generate complaints, damage the Foodbank's image and possibly impact on the Trussell Trust's reputation. There are also security and data protection issues to be aware of when engaging in this form of communication.

This policy will apply to all staff members who use social media, for either Foodbank purposes or personal reasons. It also applies to off-site personal use that refers to, or relates to, the Foodbank and its activities. It applies regardless of whether social media is being used on or off Foodbank premises.

## 3. GENERAL SOCIAL MEDIA GUIDELINES

Following these basic rules can help to avoid the most common social media errors, regardless of what platform Foodbank staff use.

- **Understand the platform** – staff members should spend time familiarising themselves with whichever social media platform they intend to use. It's important to read FAQs and understand what is and what is not acceptable on a social network site before posting.
- **If in doubt, don't post** – staff should remain cautious whilst on social media. It is important to remain professional, positive and friendly at all times.
- **Remember where you're posting from** – you are representing Newquay Foodbank so keep that in mind when sharing content. Your charity's reputation could be at stake if you post anything that is off topic or is personal. You should avoid expressing your personal opinions when writing on behalf of the Foodbank.

- **Don't let personal use interfere** – although having staff members active on social media can be a useful tool for engaging with the wider public, individuals should exercise restraint in how often they use their personal social media accounts during Foodbank opening hours.
- **Handling complex enquiries** – social media platforms are generally not a good place to resolve complicated enquiries and sensitive personal issues. Once an individual has made contact, staff should handle further communications through either telephone or email.
- **Data** - all contacts should be considered in the context of Data Protection and information regarding individual staff or Foodbank visitors should never be shared. Requests for such data should be referred to the Data Protection Lead for consideration as to whether referral to the ICO is required.
- **Keep calm** – staff members should always take the time to think before responding, as it's easy to post a quick response to a confrontation status and then regret it later. Sometimes no answer is the best answer!

#### 4. PERSONAL SOCIAL MEDIA GUIDELINES

**Acceptable use.** Staff and volunteers may use their personal accounts for Foodbank related purposes during regular hours, but should ensure that it does not interfere with their regular duties.

Use of social media accounts for purposes outside of the Foodbank should be contained to break times.

**Talking about the Foodbank.** Staff and volunteers must ensure that their personal social media account makes clear that it contains personal thoughts and comments and does not represent the views or opinions of either the Foodbank or the Trussell Trust.

Newquay Foodbank is a non-political organisation and personal political opinions must never be linked to, or mention Newquay Foodbank.

Foodbank personnel using their personal social media accounts to talk about the Foodbank should aim to include a disclaimer in their profiles, such as: 'All views my own' or 'The views expressed are my own and do not reflect the views of Newquay Foodbank.'

Consideration should always be given to whether personal social media comments could be used by others to damage the Foodbank's interests and reputation.

## 5. PURPOSE OF SOCIAL MEDIA ACCOUNTS

The Foodbank's social media accounts can be used for many different purposes. In general, staff should only post updates, messages or otherwise use these accounts when it aligns with the Foodbank's overall objectives and values.

For instance, Foodbank members may use social media accounts to:

- Respond to **enquiries** and **requests** for help
- Share **blog posts and articles** about Newquay Foodbank or the work of the Trussell Trust
- Provide followers with an **insight into what goes on** at the Foodbank
- Promote **fundraising campaigns**
- Promote **new projects** and initiatives

## 6. RESPONSIBLE SOCIAL MEDIA FOR FOODBANK ACCOUNTS

Users should not:-

- Create or transmit material that might be insulting or damage Newquay Foodbank's reputation.
- Post messages, status updates or links to material that is inappropriate (see Section 7 – Inappropriate Content).
- Use social media for any illegal or criminal activities.
- Send offensive or harassing material to others.
- Broadcast unsolicited views on social, political, religious or other non-Foodbank related issues.
- Send or post messages or material that could damage the Foodbank's image and risk the reputation of the Trussell Trust.
- Interact with Foodbank critics in any ways which could be interpreted as offensive, disrespectful or rude.
- Discuss colleagues, people visiting the Foodbank or supporters without their approval and consent.
- Post pictures of people visiting the Foodbank or their children without written consent. Post, upload, forward or link to spam, junk email or chain emails and messages.
- Use social media to discuss or complain about personal or private issues.

## 7. INAPPROPRIATE CONTENT

Newquay Foodbank social media accounts must not be used to share or spread inappropriate, unrelated or personal content or to take part in any activities that could bring the Foodbank into controversy.

Inappropriate content includes: pornography, racial or religious slurs, profanity, sexist, bullying or harassing comments, information encouraging criminality or terrorism, material relating to gambling or illegal substances.

Inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, sex, age, religious or political beliefs, national origin, disability, sexual orientation or any other characteristic protected by the law.

When sharing an interesting blog post or article, staff should always read the piece thoroughly first and only post it if it's deemed to be relevant and appropriate.

Foodbank staff must avoid becoming involved in a 'Party Political' debate or respond to posts which seem deliberately antagonistic.

## 8. COPYRIGHT

Foodbanks must respect and operate within copyright laws. Users may not use social media to:-

- Publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party.
- Share links to illegal copies of music, films, games or other software.

If staff or volunteers wish to share content published on another website, they are free to do so only if that website enables sharing.

## 9. SECURITY AND DATA PROTECTION

Staff should be aware of the security and data protection issues that can arise from using social media. Staff should read this policy in conjunction with the Data Protection and Confidentiality Policies.

**Confidentiality.** Users must not:-

- Share or link to any content or information owned by Newquay Foodbank that could be considered confidential or sensitive to the people visiting the Foodbank.
- Reveal the name of a person visiting the Foodbank or other information that could identify that person.
- Share content or information owned by another organisation or person that could be considered confidential or sensitive.
- Share or link to data in any way that could breach data protection policy.

**Protect social media accounts.** Foodbank social media accounts should be protected by a strong password and shared only with authorised staff. Further to this, staff should not use a new piece of software or app with the Foodbank's social media accounts without the approval of the Foodbank Manager. Passwords will be changed periodically to maintain security and will also be changed following staff departure where they have access to social media channels.

**Avoid social scams.** Staff should be vigilant to 'phishing'. This is an attempt to acquire sensitive information such as usernames, passwords or personal information. Phishing can involve sending malicious attachments or website links in an effort to infect computers or mobile devices. These links can often appear to be authentic and sent from legitimate organisations. Identities of individuals enquiring through social media should be verified first before any information is shared or discussed.

**IMPORTANT!** Foodbank members should never reveal sensitive details through social media channels. Identities of people visiting the Foodbank must remain confidential and protected.

## **10. POLICY ENFORCEMENT**

Newquay Foodbank IT and internet resources, including computers, smart phones and internet connections, are intended for legitimate Foodbank use.

The Foodbank's social media accounts are monitored by users on a regular basis with responses to enquiries made within forty-eight hours.

Staff should be mindful that all data relating to social media which is sent or received through the Foodbank's IT systems is part of the Foodbank's official records.

Knowingly breaching social media policy is a serious matter and staff can be held personally liable for violating data protection and security laws. Staff members who breach confidentiality and data protection can be subject to disciplinary action, up to and including termination of employment (including volunteering) with the Foodbank.

## **11. REVIEW**

This policy and its implementation will be reviewed at least every three years or where legislative changes occur.