



Newquay

Foodbank

Together with Trussell

SOCIAL MEDIA POLICY

POLICY CONTROL

Version	Description	Date	Approval
0.1	Social Media Policy	March 2024	
1.0	Board Approval	11 June 2024	Board
2.0	HR Consultant Review	27 November 2024	
Next Review:		June 2027	
Owner:	Communications Lead		

This policy has been approved for issue

Signed:

Position:

Date:

LINKED POLICIES

IT & Systems Policy
Data Protection Policy
Confidentiality Policy

APPENDICES

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 not say about the Foodbank on their own personal social media.

This policy does not form part of your contract and may be amended from time to time as appropriate.

2. Scope

This policy applies to employees, volunteers, trustees or contractors that are 'working' for the Foodbank (collectively "staff members").

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

3. 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.

4. 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!

5. Personal social media guidelines

The Foodbank recognises that in their private lives, staff members may wish to publish content on the internet through a variety of means, including social media.

Staff members should limit their personal use of social media to their personal time. Personal time is before or after work and during rest or lunch breaks.

Foodbank staff members all have a right to a private life including the right to use personal social media and publish content elsewhere on the internet. The Foodbank respects the right to a private life as a core human right and any individual's personal views and the expressions of such will usually be a matter for the individual, and not something which concerns the Foodbank.

However, there are some exceptions to this, and any communications that staff members make in a personal capacity through social media (for example, social media posts, comments, re-posting social media content made by others and sharing links to other content), must not:

- Defame, disparage, or otherwise bring into disrepute the Foodbank, any Foodbank member of staff, Foodbank Visitor or other related third parties. (For example, a social media post which made derogatory remarks about the Foodbank, Foodbank Visitors or your colleagues.)
- Make false or misleading statements about the Foodbank, Foodbank staff members, Foodbank Visitors or related third parties. This includes (but is not limited to) impersonating colleagues or third parties.
- Breach the Foodbank's copyright, confidentiality or data protection requirements. (For example, by revealing confidential information owned by the Foodbank about Foodbank Visitors or colleagues).
- Post an image, video or information about Foodbank Visitors or Foodbank staff members without their full consent to post it to the proposed social media site(s).
- Discuss our internal workings. (For example, plans or information that is not in the public domain).

- Make comments about colleagues, Foodbank Visitors or other parties related to the Foodbank that are, or could be perceived to be derogatory, abusive or amount to bullying or harassment, even where such comments are made outside working hours. (For examples of Bullying & Harassment, please see the Anti-Bullying & Harassment Policy).

The above requirements apply whether or not the employee identifies themselves as a Foodbank staff member on their personal social media profile.

If a staff member makes any online posting, contribution or creation, or publishes any other content which identifies or could identify them as a staff member of the Foodbank, the individual must at all times ensure that their conduct is appropriate and consistent with their contract with the Foodbank, and the values of the Foodbank.

Staff members are encouraged to:

- Remember you are personally responsible for any content you publish.
- Understand your online privacy settings – check your settings and understand who can see the information you publish and your personal information. You should be aware that no social media postings can be considered private, as a copy can be taken via 'screenshot' by any other person with access to it, and your post could then be shared publicly.
- If you do talk about the work, you do or about the Foodbank services you must follow the guidelines in this policy and also make it clear that you are speaking for yourself and not on behalf of the Foodbank. You are required to use a disclaimer such as: "The views expressed here are my own and do not necessarily represent the views of the Foodbank or the Trussell Trust", 'All views my own' or 'The views expressed are my own and do not reflect the views of Newquay Foodbank.'
- You must not allow your use of social media to impact on your ability to fulfil your role and responsibilities.

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

6. Professional use of Foodbank 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

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.

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.

7. 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.

8. 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 food bank must remain confidential and protected.

9. 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.

10. Review

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