



SOCIAL MEDIA POLICY

A guide for all volunteers and staff on using social media to promote the work of East Yorkshire Foodbank and in a personal capacity.

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Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is a key strand to the success of communicating East Yorkshire Foodbank's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of our work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to [East Yorkshire Foodbank]'s work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff, volunteers and trustees, and applies to content posted on both an East Yorkshire Foodbank device and a personal device. Before engaging in work-related social media activity, staff and volunteers must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of East Yorkshire Foodbank, and the use of social media by staff and volunteers in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff and volunteers support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the East Yorkshire Foodbank office. However, when using the internet at work usage should not be excessive and interfere with your duties.

Point of contact for social media

Our project manager is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the project manager. No other staff member or volunteer including trustees can post content on any of East Yorkshire Foodbank's official channels without the permission of the project manager or the designated trustee.

Which social media channels do we use?

We use the following social media channels:

Facebook
Twitter
LinkedIn
Instagram

Guidelines

Using East Yorkshire Foodbank's social media channels — appropriate conduct

1. [The project manager is responsible for setting up and managing East Yorkshire Foodbank's social media channels. Only those authorised to do so by the project manager or designated trustee will have access to these accounts.
2. Social media is intermittently monitored during the warehouse opening hours. Posts may be scheduled to go out in the evenings and at weekends as appropriate.
3. Be an ambassador for our brand. Staff and volunteers should ensure they reflect East Yorkshire Foodbank values in what they post and use our tone of voice.
4. Make sure that all social media content has a purpose and a benefit for East Yorkshire Foodbank, and accurately reflects East Yorkshire Foodbank's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them EXCEPT 6. below
6. If a client or potential client reaches out for food bank assistance they must be given the office telephone number of 01482 772060 and asked to call. They should be informed that we will not take personal details over social media eg address.
7. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
8. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
9. Staff and volunteers shouldn't post content about service users. If staff or volunteers are sharing information about supporters or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from East Yorkshire Foodbank. No interviews, videos or photos that clearly identify a child should be shared.
10. Always check facts. Staff and volunteers should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
12. Staff and volunteers should refrain from offering personal opinions via EAST YORKSHIRE FOODBANK social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about the food bank's position on a particular issue, please speak to the project manager.
13. It is vital that East Yorkshire Foodbank does not encourage others to risk their personal safety or that of others, to gather material. For example, a video of a stunt.
14. Staff should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
15. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of East Yorkshire Foodbank. This could confuse messaging and brand

awareness. By having official social media accounts in place, we can ensure the consistency of the brand and focus on building a strong following.

16. East Yorkshire Foodbank is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on East Yorkshire Foodbank social media channels, advice should be sought from the project manager before responding. If they are not available, then staff should speak to the designated trustee or vice chair.

18. If any volunteer becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on East Yorkshire Foodbank's social media channels or elsewhere, they should speak to the project manager immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. East Yorkshire Foodbank volunteers and staff are expected to behave appropriately, and in ways that are consistent with East Yorkshire Foodbank's values and policies, online as in real life.

1. Be aware that any information you make public could affect how people perceive East Yorkshire Foodbank. If you are using your personal social media accounts to promote and talk about our work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent East Yorkshire Foodbank's positions, policies or opinions."

2. Staff and volunteers who have a personal blog or website which indicates in any way that they work at *East Yorkshire Foodbank* should discuss any potential conflicts of interest with the project manager. Similarly, staff who want to start blogging and wish to say that they work for East Yorkshire Foodbank should discuss any potential conflicts of interest with the project manager.

3. Trustees and those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing East Yorkshire Foodbank's view.

4. Use common sense and good judgement. Be aware of your association with East Yorkshire Foodbank and ensure your profile and related content is consistent with how you wish to present yourself to supporters, clients and the public.

5. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by East Yorkshire Foodbank. This includes asking for retweets about the charity.

7. If a volunteer or staff member is contacted by the press about their social media posts that relate to East Yorkshire Foodbank, they should talk to the project manager immediately and under no circumstances respond directly.

8. East Yorkshire Foodbank is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing East Yorkshire Foodbank, staff are expected to hold East Yorkshire Foodbank's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from East Yorkshire Foodbank, and understand and avoid potential conflicts of interest.

9. Never use East Yorkshire Foodbank's logos unless approved to do so. Permission to use logos should be requested from the project manager or designated trustee.

10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely.

11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

12. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support East Yorkshire Foodbank and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the project manager who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring [East Yorkshire Foodbank] into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that East Yorkshire Foodbank is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

Discrimination and harassment

Content that could be considered discriminatory against, or bullying or harassment of, any individual, should not be posted on either an official East Yorkshire Foodbank social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Protection and intervention - safeguarding

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a staff member or volunteer considers that a person/people is/are at risk of harm, they should report this to the project manager immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with East Yorkshire Foodbank follows the same rules as the offline 'real-life' relationship. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of East Yorkshire Foodbank is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue.