



Established 1984
Registered Charity Number 287502

The PHOENIX GARDEN

A haven for wildlife and people

SOCIAL MEDIA POLICY

A guide for Volunteers on using social media to comment on and promote their work and achievements at The Phoenix Garden in a personal capacity.

This policy will be reviewed on an ongoing basis, at least once a year. The Phoenix Garden will amend this policy, following consultation, where appropriate.

Date of last review: 26.08.21

OUR SOCIAL MEDIA PLATFORMS

The Phoenix Garden's uses the following social media channels:

Facebook <https://www.facebook.com/thephoenixgarden>

Twitter @phnxgdn

Instagram thephoenixgarden

Next Door [rhttps://nextdoor.co.uk/pages/the-phoenix-garden](https://nextdoor.co.uk/pages/the-phoenix-garden)

The Phoenix Garden Website www.thephoenixgarden.org

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 essential to the success of communicating The Phoenix Garden's work. It is important for some staff and volunteers to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of The Phoenix Garden's work.

POINT OF CONTACT

Our Social Media Officer 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 them. No other staff member can post content on The Phoenix Garden's official channels without the permission of the Social Media Officer

USE OF PERSONAL SOCIAL MEDIA ACCOUNTS

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

1. Be aware that any information you make public could affect how people perceive The Phoenix Garden. You must make it clear when you are speaking for yourself and not on behalf of The Phoenix Garden. If you are using your personal social media accounts to promote and talk about The Phoenix Garden's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent The Phoenix Garden's positions, policies or opinions."

2. Staff who have a personal blog or website which indicates in any way that they work at The Phoenix Garden should discuss any potential conflicts of interest with their line manager and the Trustees. Similarly, staff who want to start blogging and wish to say that they work for The Phoenix Garden should discuss any potential conflicts of interest with their line manager and the Trustees.

3. 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 The Phoenix Garden's view.

4. Use common sense and good judgement. Be aware of your association with The Phoenix Garden and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners, trustees and funders

5. From time to time The Phoenix Garden works with high profile people and projects. 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 the charity. This includes asking for retweets about the charity. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Manager or Trustees to share the details.

6. If a staff member is contacted by the press about their social media posts that relate to The Phoenix Garden, they should talk to the Social Media Officer immediately and under no circumstances respond directly.

7. The Phoenix Garden 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 The Phoenix Garden staff are expected to hold The Phoenix Garden's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from The Phoenix Garden, and understand and avoid potential conflicts of interest.

8. Never use The Phoenix Garden's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Trustees through the appropriate channels.

9. 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. You can find more information on your responsibilities when using our computer systems in our IT Policy.

10. 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.

11. 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 The Phoenix Garden and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff and volunteers 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 Social Media Officer who will respond as appropriate