

SOCIAL MEDIA POLICY

This policy is intended for all staff, members, volunteers and trustees and applies to content posted on both a Phoenix Garden device and a personal device. The Policy is a guide for using social media to comment on and promote work and achievements at The Phoenix Garden while protecting the charity and its reputation and preventing any legal issues.

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: 16.04.2024

RELATED POLICY AND PRODECURES

This policy should be read in conjunction with the following:

Privacy Policy (currently under review)

IT Policy (currently under review)

Code of Conduct (currently under review)

OUR SOCIAL MEDIA PLATFORMS

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

Facebook: <https://www.facebook.com/the phoenixgarden>

Twitter: @phnxgdn

WhatsApp

Instagram: <https://www.instagram.com/the phoenixgarden>

Next Door: <https://nextdoor.co.uk/pages/the-phoenix-garden>

The Phoenix Garden Website: www.the phoenixgarden.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. Social media enables us to engage with current and prospective members, neighbours, funders and prospective funders, politicians and like-minded organisations. It enables us to participate in relevant conversations and raise the profile of The Phoenix Garden's work.

POINT OF CONTACT

The Phoenix Garden 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 Louise Gates. No other staff member can post content on The Phoenix Garden's official channels without obtaining permission.

GUIDELINES FOR POSTING

Before social media posts are made, members, volunteers and staff agree to consider the following questions:

1. Is the information I am posting, or reposting, likely to be of interest to our members and stakeholders?
2. Is the information in keeping with the interests of PG and its constituted aims and values?
3. Could the post be construed as an attack on another individual, organisation or project?
4. Would the members, councillors, donors, volunteers or neighbours be happy to read the post?
5. If there is a link attached to the post, does the link work, have I read the information it links to, is it an appropriate source?
6. If reposting information, is the original poster an individual or organisation that PG would be happy to associate with?
7. Does my post consider the reputation of PG?

8. Does my post consider maintaining a safe and friendly environment for members?

9. If I am posting a photo that contains the image(s) of others, have I received permission to publicly post their image, especially for children?

10. Have I checked spelling and grammar are correct?

11. Remember that professional and personal lives can overlap, and the line can become blurred.

STAFF 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. PG staff are expected to behave appropriately, and in ways that are consistent with PG's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive PG. You must make it clear when you are speaking for yourself and not on behalf of PG. If you are using your personal social media accounts to promote and talk about PG's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent PG's positions, policies or opinions."
2. Staff who have a personal blog or website which indicates in any way that they work at PG should discuss any potential conflicts of interest with their line manager. Similarly, staff who want to start blogging and wish to say that they work for PG should discuss any potential conflicts of interest with their line manager.
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 PG's view.
4. Use common sense and good judgement. Be aware of your association with PG 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 PG 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 to share the details.

6. If a staff member is contacted by the press about their social media posts that relate to PG, they should talk to their line manager immediately and under no circumstances respond directly.

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

8. Never use PG's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Manager.

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.

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 PG 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 Manager who will respond as appropriate.

POLITICAL ACTIVITY AND CAMPAIGNING

PG will make use of social media campaigning in order to raise public awareness where changes to law, policy or other decisions have a direct effect on PG's agreed aims and values. PG will also use social media campaigning to raise awareness where such changes pose threats to the wellbeing of our members or neighbours. All such campaigning will only be conducted following authorisation from the Board of Trustees.

RESPONSIBILITIES AND BREACH OF POLICY

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of PG is not a right but an opportunity, so it must be treated seriously and with respect. No staff, volunteer or other stakeholder will use hate speech or profanity or cause deliberate offence. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from The Phoenix Garden Manager.

THE PHOENIX
GARDEN

