

SOCIAL MEDIA-ACCEPTABLE USE POLICY

Policy Statement

The internet provides unique opportunities for the members of Colchester Korban Project (Korban) paid staff and volunteers to promote activities and events, share information and participate in interactive discussions on particular topics using a wide variety of social media, such as:

- Facebook
- X (formerly Twitter)
- Instagram
- Snapchat
- Whatsapp
- YouTube

We actively encourage staff of Korban to use these media but we also recognise that use of social media can potentially pose risks to Korban's confidential information and reputation, and can jeopardise its compliance with legal obligations.

To minimise these risks, to avoid loss of productivity and to ensure that Korban's Information and Communications Technology (ICT) systems are used only for appropriate purposes, we expect all staff to adhere to this policy both while at work and in their own time. Staff do not communicate with residents via social media as a matter of course although WhatsApp may be used to try and communicate when a text or phone call has been unsuccessful.

Introduction

This policy should be read alongside Korban's policies and procedures on Whistleblowing, Disciplinary policy, Complaints Policy, Code of Conduct, Data Protection Policy, Confidentiality Policy, E-safety Policy and the overarching Safeguarding Policy and Procedures.

The policy and applies to all Korban team members, including Trustees, paid staff and volunteers.

"Social Media" is the broad term used for the set of online tools, websites and interactive media that enable users to interact with each other in various ways.

Korban wishes to ensure that use of social media does not expose the charity to security risks or reputational damage.

Aims of the policy

The aim of the policy is to:

- provide staff and volunteers with the overarching principles that guide e-safety so they do not put themselves in a vulnerable position when using social media

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- ensure Korban information remains secure and is not compromised
- ensure Korban's reputation is not damaged or adversely affected
- ensure young people and third parties are protected

This policy applies to the use of social media for both business and personal purposes, whether during working hours or otherwise, and regardless of whether the social media is accessed using Korban equipment, public equipment or personal equipment.

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether Korban equipment or facilities are used for the purpose of committing the breach. Any member of Korban suspected of committing a breach of this policy will be required to cooperate with the Korban Trustees investigation, which may involve handing over relevant passwords and login details.

Staff, volunteers and trustees of Korban will be required to remove internet and/or social media postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.

Employee Responsibilities

All members of Korban are responsible for the success of this policy and should ensure that they take the time to read and understand it.

Any misuse of social media or breach of this policy should be reported to the Chief Executive, Mark Wood on 01206 869533 / 07435 974356.

Korban will ensure this policy is accessible to all members of staff and is incorporated in induction information.

Korban will periodically review and update the policy and any significant changes will be communicated accordingly.

Rules

Staff, volunteers and trustees should note the following rules on personal internet presence:

- Use a personal email address and not your work email address. Manage the privacy and security settings of your social media accounts. Privacy settings can shift and change without notice. Check the settings frequently on social media sites to ensure inappropriate information is not put into the public domain by mistake.
- You should not allow residents to view or post on those locations.
- You should not use your site to attack or abuse colleagues, Korban members, young people or 3rd party organisations with whom Korban is actively engaged. You should respect the privacy and feelings of others and be aware that making comments about certain personal characteristics could constitute harassment under the [Equality Act 2010](#) and that you could face prosecution under that or other legislation.

- You should not include contact details or pictures etc. of other staff, volunteers or trustees without their prior permission. Remember that if you break the law on your site (for example by posting something defamatory), you will be personally responsible.

Staff

- You must take personal responsibility for your social media content. If you can be identified as working for Korban, you must make sure your profiles, and anything you post, are congruent with how Korban expects you to present yourself to colleagues and other members. You must be mindful that even if you do not name the charity as your employer, people who know you and where you work may still make an unwelcome association with Korban. If you are in any doubt about what is and is not acceptable, this must be discussed with your line manager.
- You must protect Korban's interests and you must not publish anything that could directly or indirectly damage these or compromise the charity's reputation.
- You must always show respect to others when using social media. You must never criticise or make defamatory comments about Korban, young people, your colleagues or anybody else you come into contact with professionally.
- You must not do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - a. making offensive or derogatory comments relating to age, disability, gender reassignment, marital or partnership status, race, religion/belief or non- belief, sex or sexual orientation, or any other distinction;
 - b. use social media to bully another individual or;
 - c. post images that are discriminatory or offensive or links to such content.
- If you think something on your site gives rise to concerns about a conflict of interest and, in particular, concerns about impartiality or confidentiality, this must be discussed with your line manager.
- Do not reveal confidential information about Korban, its staff, volunteers, residents or its intellectual property. This might include aspects of Korban policy or details of internal discussions. Consult with your line manager if you are unclear about what might be confidential.
- If someone offers to pay you for site content this could constitute a conflict of interest and you must consult with your line manager.
- If someone from the media or press contacts you about posts on your site which relate to Korban, you should discuss it with your line manager.
- Where you have political views, Korban colleagues are free to express political views in support of and against particular parties and engage in political campaigning providing that:
 - a. Any social media posting makes it clear that such views are their own personal opinions and not the position of Korban.
 - b. Such activity does not take place in work time or using the charity's resources, including but not limited to computer equipment, social media feeds, or email addresses.
 - c. Korban's staff communications channels are not used to disseminate such political views.
- You should not update your personal site during paid working time, unless such activities form part of a work related activity.

Feeling aggrieved or concerned about matters at work

When you feel that unfair decision has been made or that malpractice is occurring what can you do? What you should not do is post your feelings on-line, which are likely to be impulsive,

inappropriate or heated comments. Those may lead you into being part of the problem. Instead you can use 2 different routes:

Follow our Complaints, Compliments and Comments policy and procedure, or our Grievance policy and procedure - if you feel aggrieved by a decision of Korban that affects you personally.

Dealing with inappropriate contact or material/comments

If an individual becomes aware of inappropriate material/comments he/she should notify the Chief Executive as soon as possible, and if possible, provide print outs of the comments made. If a resident makes 'social' or inappropriate contact with an employee, volunteer or trustee, the individual must notify the Designated Safeguarding Lead as soon as possible before making a response. Similarly, if any member of staff or individual associated with Korban makes unintended contact with a resident, the incident must be notified to the Chief Executive as soon as possible. Korban can then deal with the situation as appropriate. Refer to Korban's Safeguarding Policy if the incident gives rise to potential or actual safeguarding concerns.

Final Reminders

As noted at the outset, social media is a useful means of communication. Because of its ease of access and familiarity, it can lead us to unwittingly overstep the boundaries of professional standards and conduct towards residents or work colleagues.

When using social media, individuals should remember that Korban is a registered charity and that we are subject to various expectations. Please remember when using such media to:

- Ensure that no information is made available that could provide a person with unauthorised access to Korban, its systems and/or any confidential information.
- Not post any confidential information regarding Korban on any social networking website.

We ask all individuals to consider the following before posting information or images on social networking sites:

Think carefully before posting information – would you want the person concerned or your employer or potential employer to see it?

Review your posted information regularly – what may have seemed like a good idea at the time may not seem such a good idea some months or years later.

Review

Korban trustees are responsible for monitoring and reviewing the operation of this policy, making recommendations for changes to minimise risks and ensuring that the policy meets legal requirements and reflects best practice.

This policy will be reviewed every 3 years.

Created: November 2023