

# Social Media Policy

## Introduction

This purpose of this policy is to define how employees, trustees, volunteers (including volunteer moderators) should conduct themselves and communicate appropriately whilst using Headlines social media channels.

The policy also provides guidelines for the general public who are eligible to join the closed/private Headlines social media groups because of their association with craniofacial conditions.

Headlines recognises social media (which includes blogs and discussion forums) are an important means of communication for the organisation (a business use) and something any employees, trustees, and volunteers may wish to use in their own personal capacity (personal private use).

This policy outlines the steps all employees, trustees and volunteers must take to ensure that an appropriate:

- **separation** is maintained – between the Headlines business use and individual employee or volunteer personal private use of social media, and
- **balance** is maintained – between personal freedom of expression and Headlines' need to manage reputational risk and protect its legitimate business interests.

## 1. General Rules

When using social media, employees, trustees and volunteers (including volunteer moderators) must not

- conduct themselves in a way that is potentially detrimental to Headlines or which brings Headlines (or its staff, trustees, clients, members, volunteers, suppliers and partners) into disrepute. Examples include posting or liking images, video clips or links to other content that are inappropriate
- make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about Headlines, its staff, trustees, clients, members, volunteers, suppliers and partners. This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else
- make any comments that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or bullying

- allow their engagement with social media to harm working relationships with or between staff, trustees, clients, members, volunteers, suppliers and partners. Examples include publicly criticising or arguing with such persons
- use social media as a method of sharing (for work purposes) or otherwise disclosing personal information about staff, trustees, clients, members, volunteers, suppliers and partners. This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else
- disclose any trade secrets or confidential, proprietary or sensitive information belonging to Headlines, its staff, trustees, clients, members, volunteers, suppliers and partners. Examples include information about Headlines' work, products and services, proposed bids, business plans or staff morale, or
- maintain the publication of any content that breaches this policy if asked to withdraw publication by Headlines.

## 2. Headlines official social media accounts

The following people will have access to/ manage Headlines' official social media accounts - Charity Director, Charity Administrator, Trustees and designated Volunteer Moderators.

These individuals will follow the General Posting Rules given in section B below. Further to these rules, individuals must ensure they

- Secure any required copyright or consent in order to publish information and/or images; and
- Check information and data contained in a post before publication, to reduce the risk of accidental disclosure of inappropriate or business sensitive information.

All requests to publish information via social media for Headlines purposes must be made to the Charity Director in the first instance.

Headlines operates the following social media channels:

### Facebook

External charity Page @headlinescraniofacialsupport

Closed Group @headlinescraniofacialsupportuk

### Instagram

@headlinescraniofacial

### Twitter

@HeadlinesCranio

The **Facebook closed group** is open to members only.

The **Twitter account** is available to all people who have an interest in the work of Headlines

### 3. Personal private use of social media

Employees, trustees and volunteers wishing to use social media in a personal private capacity (i) outside the workplace (ii) outside of work time (iii) on their personal device(s) and/or (iv) from their own personal social media accounts should note:

- While they are not acting on behalf of Headlines in such circumstances, their conduct online can still cause harm to Headlines if they are recognised online as being an employee, trustee or volunteer
- There remains the possibility of disciplinary action if the terms of this policy are not met.

### 4. Protecting personal information

Employees, trustees and volunteers must be aware of their own personal online security when using social media.

All individuals listed above should take appropriate steps to reduce the risk of:

- **identity theft** – by using any available privacy settings to ensure that access to their account is limited; and
- **their other online accounts being compromised** – by not posting passwords, or any personal information that has been used as a password (or part of a password) such as birthdays, place of birth, names of spouse, children and/or pets. And not using work or personal passwords for work-related accounts and vice versa.

### 5. General Posting Rules for all users of the Headlines Facebook closed group

Please remember that your post may appear on the newsfeed of every group member. To ensure posts remain relevant and topical, we would ask that in general you only post if you are:

- Asking a question about craniosynostosis and rare craniofacial conditions
- Asking for emotional support or good wishes from the community
- Posting a photo or talking about you/your child's progress
- Inviting group members to relevant events (please contact Headlines if you wish to advertise an event on the Headlines website or advertise related services to the group)

Not all relevant posts will fit into these categories, but if yours does not then please consider whether you would like every member of the group to see your post and if you think they will appreciate its content.

#### a. Other important things to bear in mind:

1. **Personal Protection** – DO NOT post personal details such as your address, phone number, email address, etc. If you wish to share these with a member, please message them privately. While we do our best to ensure that everyone in these groups has a genuine connection to craniosynostosis, these groups are still available to the general public and we cannot be responsible for others seeing and using your

information. The moderation team may remove this content for your own safety. This also applies to members wishing to meet each other in person outside of Headlines gatherings – this is a personal decision which you must make carefully, and for which Headlines cannot be held responsible.

2. **Respecting Privacy of Others** – DO NOT post other people’s personal details or photos unless they have given you explicit permission. This also goes for posting, sharing or discussing things from the group on your personal wall/timeline where people outside the group can see.
3. **Posting Links** – These must only be to relevant content such as blogs/websites about craniosynostosis or relevant syndromes, events, or Headlines-specific merchandise. Any links which do not appear to be relevant will be removed.
4. **Sensitive Topics** –We understand that members will occasionally want to vent about sensitive or emotional topics, and that these posts may appear to be inflammatory. If someone is clearly in need of emotional support, please try to put your own feelings and opinions on the matter to one side and focus on providing them with the support they need instead of starting a discussion. If these posts get out of hand we will delete comments or the post.
5. **Generalisations** – When talking about your own personal situation, please use language that shows your post is only a reflection of your personal experiences, and avoid generalisations. e.g., use ‘I’ve had problems with X service and am upset about it’ rather than ‘X service is terrible’.

**b. The following content is NOT appropriate for the group and will be deleted without warning:**

1. **Personal attacks** – these include negative personal remarks about other members, Headlines staff, trustees, volunteers or health professionals.
2. **Negative or unhelpful comments** – this is especially the case when the comment is about a child. The groups are a positive and safe space, and we encourage all our members to remember the old proverb: if you can’t say anything nice, don’t say anything at all.
3. **Advertising services** – any posts advertising services or products that do not appear to be directly linked to Headlines will be deleted.
4. **Posts intended to start a debate/argument** – this group is NOT the place for these kinds of discussions, please take them elsewhere. This includes posts ABOUT debates and arguments, or comments about people choosing to leave the group as a result. ‘Goodbye’ posts from people leaving the group will be left up for a few hours before being deleted. This is not intended to silence anyone, rather it is intended to ensure all posts in the groups are promoting a spirit of mutual support and that they remain a welcoming environment for new members.

5. **Messages to specific people, including moderators** – unless the post is relevant to everyone in the group (e.g. ‘So-and-so asked me about X, and others might find this information useful too’), please use private messages instead to avoid clogging up the timelines of the group members.
6. **Excessively foul language** – we understand that members may wish to vent and will use our discretion with a certain amount of profanity, but please respect others and keep this to a minimum.
7. **Posts for the purposes of research or journalism** – please contact Headlines first so we can ensure your post will be appropriate. E: [info@headlines.org.uk](mailto:info@headlines.org.uk)