

Social Media Policy

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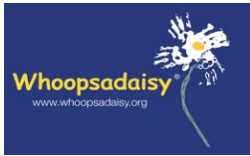
1. Introduction

The purpose of this document is to provide guidance to all Whoopsadaisy staff, volunteers, and parents on social media/networking on the internet and the external use of other online tools, such as forums, interactive news sites. It seeks to give direction to staff members on the use of these tools and help them to understand the ways they can use social media to help achieve the charity's goals.

Social media platforms are great for having conversations and creating communities, and Whoopsadaisy's accounts are carefully managed to make sure they add value to the organisation's service delivery. This policy provides guidelines for staff members, including volunteers as well as parents, on the use of the following platforms: Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn, Reddit, Vimeo, SnapChat, and TikTok.

2. Principles

It is important to understand the dangers of the internet and social media, as well as the consequences that misuse or thoughtless use of social media can have on the children, staff members and to Whoopsadaisy as an organisation. Everyone needs to protect themselves by thinking about what they



share, who they share it with, what it says about them, and what it says directly or indirectly about Whoopsadaisy. To start with everyone must understand and follow some simple ground rules.

2.1. Transparency

When you create your profile on social media, you can be honest and clear about who you work for, state your role, and even what you are interested in. Make it clear that all views expressed are your own and do not reflect or represent the view of Whoopsadaisy. Be aware that your activity on social media can be traced back to you and take responsibility for protecting your security online.

There is no reason to discuss your work, the children, or your colleagues on-line. Everyone needs to keep work and their outside lives separate. The exception to this is if you are sharing Whoopsadaisy's content e.g. posts or website, positively promoting something about the charity, for instance, if there is a sponsored activity happening and you want to spread the word. You can also check your settings and limit what is public and can be seen by everyone. Respect copyright, fair use, data protection, defamation, libel, and financial disclosure. Do not reveal confidential information about the children, parents, or staff members or Whoopsadaisy. Never post any information that can be used to identify children's identity or condition in any way.

You must never invite children to be friends on your private social media, nor must ever accept friend requests. In addition, if you see anything posted about the children or their families online, and you decide to interact with posts, e.g. liking sharing or commenting from your personal/private page, you must always be professional. This applies to all social media platforms. If you are concerned about what has been written online, you should raise it with the executive manager at Whoopsadaisy. If you have pre-existing online friendships, you need to think carefully about how to manage them. Even with these friendships you must never discuss your work, the children, or your colleagues. Staff members who use social networking sites should ensure that maximum privacy settings are activated. Staff should be aware of the charity's E-safety Safeguarding Policy.

If you are not happy with something or someone at work, you need to use the correct channels to try and solve any problems. These are not something to talk about or for posting online. Do not use social media in any way to attack or abuse colleagues, parents, children or anyone else. Do not publish or report on conversations that are private or internal to Whoopsadaisy (for example do not quote such



material in a discussion forum post). Do not use social media to whistle blow without first having raised concerns through the proper channels.

Always ensure that all Whoopsadaisy photographs and videos of staff and children used on the website/social media and videos or pictures in a brochure are there with explicit permission, and an explanation of how the images/videos will be used and kept safe.

It is not permissible for anyone working/volunteering for the charity to post pictures of the children on their personal social media, or to store them on their phones or computers.

2.2. Participation

Always try to be mindful of spelling and grammar and try to provide accurate and high-quality content on your personal page. Social media is about having conversations to build relationships. For Whoopsadaisy it is important to be part of conversations however, using @Whoopsadaisy or @Whoopsadaisybrighton in your posts can give the wrong impression that you are acting on behalf of the charity, so it should be always avoided. The exception to this is if you are sharing Whoopsadaisy's content positively promoting something about the charity.

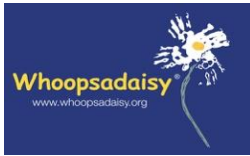
You need to think about what you are posting; you need to consider the code of conduct principles of respect when using social media. If you are not sure about something you posted or want to post about Whoopsadaisy, you must check with the manager, but in most cases, if in doubt, do not!

If someone from the social media/media contacts you about a post you have made you must inform the manager.

Whoopsadaisy maintains a respectful and friendly approach on all its social media platforms and avoids swear, aggressive or antagonistic language or getting political. You are also encouraged to do the same when posting on your personal pages, too.

3. Contribution

At Whoopsadaisy staff members might contribute to the charity's official social media posts, but from their personal page everyone can help sharing important information/messages, so they reach a wider audience. Talking about the work Whoopsadaisy does helps spread the word further into other



people's networks. You can help by following and sharing Whoopsadaisy's posts on Facebook, Instagram, and LinkedIn.

When you identify yourself as a staff member of Whoopsadaisy what you say and do reflects on the charity. This guidance sets out how to use social media to help promote the work Whoopsadaisy does and how best to contribute to conversations about it. The best rule to keep in mind is to be genuine and use your judgement about how best to add value to conversations just like you would in person.

Policy Communication and Review

Social media is a rapidly changing area, and this policy is being updated and amended every year or more frequently, if required.