

FAMILIES TOGETHER SUFFOLK (FAMILIES TOGETHER)

Social Networking Policy and Procedure

Policy Statement

Families Together is committed to promoting and protecting the reputation of Families Together and to ensuring that all those associated with Families Together are treated with respect and confidentiality.

Procedures

Families Together's online presence includes the website, Facebook, Twitter, Instagram and YouTube.

The trustees are responsible for:

- Ensuring that Families Together's online presence does not breach our confidentiality or equal opportunities policy and that the Organisation's good reputation is maintained
- Content is uploaded and approved by Angela Dennis the Organisation Business Manager who has overall responsibility to ensure any staff who have approval to upload information is carried out in a professional way. Approved staff include the Organisation Family Manager, Group Coordinators and Charity Shop Managers. Business Support Assistant. A list of approved persons is kept up to date and secure by the Business Manager
- Privacy settings are set as agreed by the trustees
- Photographs are only uploaded with the consent of all those pictured
- Regular checks that the social media content is appropriate and up to date are undertaken by Angela Dennis on a weekly basis.
- The Families Together corporate identity is used correctly and identifies the site by the Organisation name and logo
- Any complaints that may be brought up on the site are responded to at the earliest opportunity, taken to a private communication channel, and follow the Organisation's complaints procedure

Trustees and Staff Responsibilities

- Trustees and staff ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Families Together families if they discuss Families Together in their personal blogs or on social networking accounts
- Trustees and staff are encouraged to promote and celebrate Families Together's successes and news in their personal blogs or on social network accounts, within the boundaries of confidentiality and respect, as above

- Staff do not engage in personal social networking activities during work hours
- Trustees and staff ensure that they do not bring Families Together into disrepute by making inappropriate comments on their personal blogs or social media accounts
- Families Together staff will not add any current volunteer (active or resting) as a Facebook friend; in order to maintain the appropriate service boundaries. Current volunteers can follow Families Together Facebook pages or Instagram or Twitter accounts and share them.
- Families Together staff and trustees will not add any family referred to or supported by Families Together as a Facebook friend. Current staff and trustees may follow Families Together pages or Twitter accounts and share them.
- Breaches of confidentiality or equal opportunity and diversity policies are treated seriously, and may be addressed through the Organisation's disciplinary process
- Trustees and staff will not use the Families Together logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific Families Together promotional/'supporter' badges or specific appeal emblems as approved and encouraged by Families Together
- New trustees and staff receive this policy as part of their induction into Families Together

Volunteers Responsibilities

- Volunteers ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Families Together families if they discuss Families Together Suffolk in their personal blogs or on social networking accounts
- Volunteers are encouraged to promote and celebrate Families Together's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect, as above
- Volunteers do not add any Families Together supported family as a Facebook friend during the period of their support by the Organisation
- Once support to a family has ended, the volunteer and family may choose to continue their relationships as friends and to meet and communicate through social networking sites. This is a private arrangement and outside the Families Together service
- Volunteers will not use the Families Together logo or corporate identity materials on personal websites, blogs or social networking accounts
- Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the Organisation
- New volunteers receive this policy as part of their induction into Families Together

Previous links on social networks

Families Together recognises that in the community it serves, families, volunteers, trustees and staff may have been friends or acquaintances prior to their involvement with Families Together. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service boundaries and to protect the reputation of Families Together Suffolk and the confidentiality of those we work with.

Where staff, volunteers or families have existing Facebook/social networking friendships these may be maintained, but they should not at any time discuss or comment on any operational or confidential Families Together matters on the network.

Signed by Chair:	C. Read
Date:	August 2021
Review Date:	As Organisation circumstances or legislation requires