



Mental Health Arts Project

Registered Charity 1160300

SOCIAL MEDIA POLICY

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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, Instagram and LinkedIn.

This policy is intended for all volunteers, tutors, members and trustees (all referred to in this policy as **volunteers**) and applies to content posted on either a Centrepieces device or a personal device. Before engaging in social media activity relating to Centrepieces, volunteers must read this policy.

Why do we use social media?

Social media is essential to the success of communicating Centrepieces' work. It is important for Centrepieces to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Centrepieces' work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Centrepieces. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Centrepieces, and the use of social media by volunteers in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help volunteers support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Point of contact for social media

Karen Larkin, Assistant Co-ordinator and Jo Bowes, Social Media Lead are 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 Karen or Jo. No other volunteer can post content on Centrepieces' official channels without the permission of the Assistant Co-ordinator or the Social Media Lead, or the Co-ordinator in their absence. Individual volunteers may be given permission to approve posts on the Arty F'Arty Party facebook page.

Which social media channels do we use?

Centrepieces uses the following social media channels:

Facebook www.facebook.com/centrepiecesart
www.facebook.com/groups/196732285089713/ Arty F'Arty Party
Twitter www.twitter.com/CentrepiecesCIO
Instagram www.instagram.com/centrepiecesart
YouTube www.youtube.com/channel/UCX5q3sHcnCHYHP7D3gcUwpQ

We use these accounts to publicise activities and showcase artwork produced by our members, and to encourage people to become more involved in our work.

We also have various WhatsApp groups, where we expect the same standards to be maintained.

Using Centrepieces' social media channels — appropriate conduct

1. The Assistant Co-ordinator and the Social Media Lead are responsible for setting up and managing Centrepieces' social media channels. Only those authorised to do so by one of these two people will have access to the accounts.
2. Be an ambassador for our charity. Volunteers should ensure they reflect Centrepieces' values in what they post and use our tone of voice.
3. Make sure that all social media content has a purpose and a benefit for Centrepieces, and accurately reflects Centrepieces' agreed position.
4. Bring value to our audience(s). Answer their questions, help and engage with them.
5. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
6. Always pause and think before posting. Reply to comments in a timely manner, when a response is appropriate. Centrepieces reserves the right to delete any comments considered inappropriate.
7. Volunteers should review and update privacy settings and friends' lists regularly.
8. WhatsApp groups relating to workshops should be closed after the workshop has been completed. Members of WhatsApp groups must be made aware that their mobile number is visible to others. Private messaging on workshop WhatsApp groups should be discouraged.
9. Volunteers shouldn't post content about supporters or service users without their express permission. If volunteers are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Centrepieces. If using interviews, videos or photos that clearly identify a child or young person, volunteers must ensure they have the written consent of a parent or guardian before using them on social media.
10. Always check facts. Volunteers should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
12. Volunteers should refrain from offering personal opinions via Centrepieces' social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in

doubt about Centrepieces' position on a particular issue, please speak to the Assistant Co-ordinator. If commenting, always use a name and use discretion.

13. Volunteers should not overtly promote their own interests on Centrepieces' social media sites or endorse links to commercial sites.

14. It is vital that Centrepieces does not encourage others to risk their personal safety or that of others, to gather materials, for example, a video of a stunt.

15. Volunteers should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

16. Volunteers should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Centrepieces. By having official social media accounts in place, Centrepieces can ensure consistency of information and image.

17. Centrepieces is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.

18. If a complaint is made on Centrepieces' social media channels, volunteers should seek advice from the Assistant Co-ordinator or Social Media Lead before responding.

19. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Assistant Co-ordinator, Social Media Lead and members of the admin team will regularly monitor our social media spaces, including Google reviews, for mentions of Centrepieces so that any issues or problems can be dealt with. If there is an issue that could develop or has already developed into a crisis situation, Project Co-ordinator or Assistant Co-ordinator will take steps to defuse it.

If any volunteers outside of the admin team become aware of any comments online that they think have the potential to escalate into a crisis, whether on Centrepieces' social media channels or elsewhere, they should speak to the Project Co-ordinator or Assistant Co-ordinator immediately.

Any inappropriate comments and breaches of the Social Media policy will be considered in accordance with Centrepieces' Code of Conduct and referred to the Project Co-ordinator and the Board of Trustees as appropriate.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Centrepieces' volunteers are expected to behave appropriately, and in ways that are consistent with Centrepieces' values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive Centrepieces. You must make it clear when you are speaking for yourself and not on behalf of Centrepieces. If you are using your personal social media accounts to promote and talk about Centrepieces' work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Centrepieces' positions, policies or opinions."

2. Volunteers who have a personal blog or website which indicates in any way that they work or volunteer at Centrepieces should discuss any potential conflicts of interest with the Assistant Co-

ordinator or Social Media Lead. Similarly, volunteers who want to start blogging and wish to say that they volunteer for Centrepieces should discuss any potential conflicts of interest.

3. Use common sense and good judgement. Be aware of your association with Centrepieces and ensure your profile and related content is consistent with how you wish to present yourself to the public, colleagues, partners and funders.

4. If a volunteer is contacted by the press about their social media posts that relate to Centrepieces, they should talk to the Project Co-ordinator or Assistant Co-ordinator immediately and under no circumstances respond directly.

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

8. Never use the Centrepieces logo unless approved to do so. Permission to use the logo should be requested from the Project Co-ordinator or Assistant Co-ordinator.

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 consider the content carefully. When you are using social media sites on Centrepieces' premises, it is important that you do so safely.

10. Think about your reputation as well as that of Centrepieces. 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. Be polite and the first to correct your own mistakes.

11. We encourage volunteers 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 Centrepieces and the work we do. Where appropriate and using the guidelines within this policy, we encourage 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 Project Co-ordinator, who will respond as appropriate.

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether volunteers are posting content on social media as part of their role or in a personal capacity, they should not bring Centrepieces into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all volunteers abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that volunteers make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Centrepieces is not ready to disclose yet. Please refer to our Code of Conduct for further information.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Centrepieces social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the Project Co-ordinator.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. However, if a volunteer considers that a person/people is/are at risk of harm, they should report this to the Project Co-ordinator immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with vulnerable adults or young people under 18-years-old via social media, volunteers should ensure the online relationship with Centrepieces follows the same rules as the offline 'real-life' relationship. Staff should ensure that vulnerable and young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the vulnerable adult or young person and that Centrepieces content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Centrepieces is not a right but an opportunity, so it must be treated seriously and with respect.