



SOCIAL MEDIA POLICY

1. Purpose

This policy sets out the principles by which we will:

- Establish the framework with which we plan and carry out day to day, promotional and campaign led social media communications.
- Determine the process through which we raise, address and account for any communications via social media platforms.
- Determine the standards we expect staff to observe when using social media in a professional and personal capacity.

2. Scope

This policy applies to all Mind in Croydon staff, volunteers, and trustees, as well as any contractors, students or similar whilst on placement. For the purposes of this policy, social media refers to internet-based platforms that enable users to share information via text, video, photos, documents, and audio. This includes:

- Individuals using internal messaging platforms such as WhatsApp and Skype.
- Individuals using public-facing platforms, such as Facebook, Twitter, Instagram and LinkedIn as a member of staff representing Mind in Croydon.
- Individuals using public-facing social media privately.

3. Legal Framework

We need to be mindful of the following legislation as it relates to this policy:

- The Defamation Act 2013 requires us to ensure that any communication using social media platforms does not constitute defamatory or false statements.
- The Public Order Act 1986 relates to communication using social media platforms that that could be considered an incitement to crime or hatred as determined by the Public Order Act 1986.
- The UK General Data Protection Regulation (UK GDPR) which controls how personal information is processed and in the context of social media, it is important that platforms are kept secure and personal data is handled appropriately.
- The Copyright, Designs and Patents Act 1988 which gives creators of digital media the rights to control how their work is used and distributed.

4. Reasons for using social media

Mind in Croydon uses social media for the following purposes:

- Raising awareness of the organisation and its services.
- Engaging with supporters, such as funders and partners.
- Engaging with existing clients and reach out to potential new ones.
- Encouraging conversations about mental health.
- Fundraising.

- Driving traffic to the Mind in Croydon website and other social media platforms
- Sharing tools and resources that people can use to support their mental health.
- Promoting the Mind brand.

5. Individual Responsibilities

All individuals covered by this policy have a responsibility to follow the principles set out within it. Whether an individual is using social media from their own account or an official Mind in Croydon account, they should:

- Be professional, transparent, responsible, credible, and responsive
- Behave appropriately and consistently, in line with Mind in Croydon values and policies.
- Avoid damaging the reputation of Mind in Croydon and partner organisations.
- Have a clear disclaimer in personal account biography sections stating that their views do not represent the views of Mind in Croydon.
- Avoid using Mind in Croydon's name or logo within their own personal 'handle' (name used in social media platforms)
- Respect safeguarding concerns by ensuring that publicly shared information does not encourage or endorse behaviour that could be regarded as a safeguarding issue, e.g., bullying, incitement of discrimination or hatred, theft of personal information, encouraging self-harm or violence.
- Avoid making public communications that are disparaging about a group or individual on social media, especially relating to characteristics protected by law.
- Adhere to the terms of service laid out by the specific platform.
- Ensure that any communication using social media platforms does not constitute defamatory or false statements as determined by the Defamation Act 2013 or could be considered an incitement to crime or hatred as determined by the Public Order Act 1986.
- Carefully consider the content they are publishing, as this could be copied and shared elsewhere without their knowledge or permission.
- Not air any personal grievances or publish anything that risks bringing the organisation or partner organisations into disrepute.
- Only communicate information about the organisation that is either already in the public domain or which they have had official approval from the communications team.
- Ensure individual privacy settings are appropriate.

6. Trustee Responsibilities

- Approval of social media policy that complies with relevant legislation including safeguarding.
- Approval of communications and marketing plans that inform social media activities.

- Receiving monitoring and evaluation reports to ensure effective oversight and compliance.

7. Staff Responsibilities

Mind in Croydon currently uses the following official accounts, which are overseen by the Director of Operations who has an up-to-date record of passwords: Twitter (@mindincroydon), Instagram (mindincroydon), Facebook (www.facebook.com/MindinCroydon), YouTube (@mindincroydon5982)

- Permission for creating new accounts should be sought from the line manager and continued use of existing accounts will be kept under review.
- All official social media sites are overseen by the Director of Operations and no other individuals or teams should create official accounts.
- Social media communications must follow Mind brand guidelines.
- Permission must be sought before posting communications regarding any individuals to whom this policy applies, as well as service users and other stakeholders; this includes naming, using photographs of, linking, or 'tagging' an individual within the communication.
- Care should be taken when sharing or 'liking' other individuals or organisations communications on social media, as this can be seen as endorsing someone else's point of view.
- Communications should be factually correct, and sources should be referenced. If they are later found to be inaccurate or incorrect, they must be amended or deleted.
- Materials that are copyrighted should not be used as this could result in legal action and bring the organisation into disrepute.
- Communications should only be made or scheduled to appear during business hours.
- Personal opinions should not be shared.
- All social media channels should be monitored daily, and any mentions or direct messages should be responded to that day.
- Direct messages should include the workers name and role.

8. Personal Account Use by Staff

All member of staff should abide by the following:

- Personal accounts cannot be used for work matters or used during work hours.
- Disclaimers must show that views are the worker's and do not represent Mind in Croydon
- Not use Mind in Croydon's name in their name/handle
- Not accept service users as 'friends' on social media platforms.
- Redirect Mind in Croydon related questions to the official accounts.
- Not use Mind in Croydon's logo on personal accounts.
- Choose the appropriate privacy setting (e.g., only friends can see profile).
- Limit personal information shared (e.g., date of birth, address).

- Not posting information/comments you would not be happy for colleagues/employers to see.

9. Response to Negative/Inappropriate Comments

- Members of staff will escalate any concerns to their line manager in the first instance and where necessary to the social media platforms own moderation services. They will determine whether the response is to correct, delete or both and make an appropriate acknowledgment as to what the communication was and why it has been removed.
- If a member of the public makes a complaint about Mind in Croydon's social media communications, we will acknowledge the individuals' experience/feelings, explain what actions can be taken and direct them to the formal complaints policy if necessary.
- If a member of the public makes offensive, illegal or otherwise unacceptable comments in line with Mind in Croydon's values, the response could include using the mute function, removing the comment, or reporting the individual to the relevant social media channel moderators.
- If an employee, volunteer, or trustee is found to have used a social media platform inappropriately, as outlined in this policy, they may be subject to disciplinary action which will involve the appropriate members of the senior management team and HR.
- The senior management team will review all incidents and review this policy if any amendments are required following the incident.

10. Safeguarding Incidents

SMT will respond to incidents as laid out in the Mind in Croydon Safeguarding policies.

11. Policy Implementation Training

This policy is made available to all staff, volunteers, and trustees as part of their induction and mandatory training will be made available by HR.

12. Version Control

All Mind in Croydon policies are reviewed as per the policy schedule by the senior management team and are ratified by the board of trustees. A review will take place earlier if an incident occurs or legislation occurs.

13. Related Policies

- Mind in Croydon Communications and Information Technology Policy
- Mind in Croydon Privacy Policy (UK GDPR) Policy
- Mind in Croydon Safeguarding Adult Policy
- Mind in Croydon Safeguarding Children Policy
- Mind in Croydon Compliments, Comments and Complaints policy
- Mind in Croydon Code of Conduct
- Mind in Croydon Volunteer Policy
- Mind in Croydon Communications with press & media

Reviewed and Updated by the Board of Mind in Croydon – Sep 2023