



# **SOCIAL MEDIA POLICY**

**REVIEWED SEPTEMBER 2022**



## About This Policy

This policy is in place to minimise the risks to our business through use of social media and as a guide for staff on using social media to promote the work of Dame Kelly Holmes Trust and in a personal capacity.

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.

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Dame Kelly Holmes Trust, and the use of social media by staff, Trustees, committee members, athletes, contractors and volunteers-in both a professional and personal capacity.

## Personal Use of Social Media

There are currently no access restrictions to any social media sites within the Trust. However, when using the internet at work, it is important that staff, Trustees, committee members, athletes, contractors and volunteers refer to our IT and Communications Systems Policy. You are permitted to make reasonable and appropriate use of personal social media activity during your lunch breaks, but usage should not be excessive and interfere with your duties.

## Guidelines

### Using Dame Kelly Holmes Trust's Social Media Channels- appropriate conduct

- The Communications Officer is responsible for setting up and managing Dame Kelly Holmes Trust's social media channels.
- Be an ambassador for our brand. Staff, Trustees committee members, athletes, contractors and volunteers should ensure they reflect Dame Kelly Holmes Trust's values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all staff should refer to when posting content on the Trust's social media channels.
- Make sure that all social media content has a purpose and a benefit for the Trust and accurately reflects the Trust's agreed position.
- Bring value to our audience(s). Answer their questions, help and engage with them
- Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.



- Staff, Trustees committee members, athletes, contractors and volunteers shouldn't post content about supporters/partners/contractors without their express permission. If they are sharing information about supporters/partners/contractors, or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from the Trust. If using interviews, videos or photos that clearly identify a child or young person, they must ensure they have the consent of a parent or guardian before using them on social media.
- Always check facts. Staff, Trustees committee members, athletes, contractors and 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.
- Staff, Trustees committee members, athletes, contractors and volunteers should refrain from offering personal opinions via the Trust's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about our position on a particular issue, please speak to your line manager.
- It is vital that the Trust does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
- Staff, Trustees committee members, athletes, contractors and volunteers should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Dame Kelly Holmes Trust. This could confuse messaging and brand awareness. By having official social media accounts in place, the Communications Officer can ensure consistency of the brand and focus on building a strong following.
- If a complaint is made on the Trust's social media channels, staff should seek advice from the Communications team before responding.

#### **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. Dame Kelly Holmes Trust staff are expected to behave appropriately, and in ways that are consistent with the Trust's values and policies, both online and in real life.
- Be aware that any information you make public could affect how people perceive the Trust. You must make it clear when you are speaking for yourself and not on behalf of the Trust.
- Staff who have or want to start a personal blog or website which indicates in any way that they work at the Trust should discuss any potential conflicts of interest with their line manager.
- Use common sense and good judgement; be aware of your association with the Trust and ensure your profile and related content is consistent with how you wish to present yourself to others publicly.
- The Trust works with several high-profile people; please don't approach them from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed within the Trust. This includes asking for retweets/shares about the charity.



- If staff, Trustees committee members, athletes, contractors and volunteers are contacted by the press about their social media posts that relate to the Trust they should talk to the Communications team immediately and under no circumstances respond directly.
- Never use the Trust’s logos or trademarks unless approved to do so. Permission to use logos should be requested from the Head of Communications.
- Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information.
- We encourage staff, Trustees committee members, athletes, contractors and 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 the Trust and the work we do. Where appropriate and using the guidelines within this policy, we encourage everyone to do this as it provides a human voice and raises our profile.

### **Point of Contact for Social Media**

Our Communications Officer is 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 the Communication Officer. No other staff member can post content on the Trust’s official channels without the permission of the Communications Officer.

### **Discrimination and harassment**

Staff, Trustees committee members, athletes, contractors and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, an individual, on either an official 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

### **Breach of this Policy**

- Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the Trust is not a right but an opportunity, so it must be treated seriously and with respect
- Breach of this policy may lead to disciplinary action that can result dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.
- You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action up to and including dismissal without notice.

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| Reviewed:         | September 2022 |
| Next Review Date: | September 2024 |