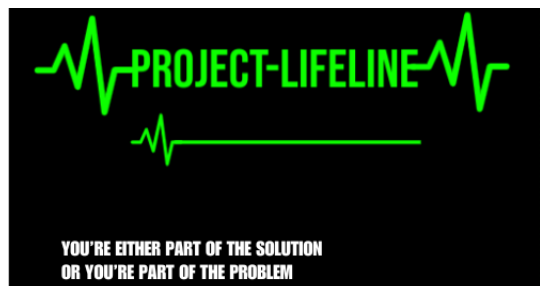


Project Lifeline

WE ARE PART OF THE SOLUTION



Social Media & Digital Policy

Purpose

A guide for staff on using social media to promote the work of Project Lifeline and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. Project Lifeline will amend this policy, following consultation, where appropriate.

Introduction

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, LinkedIn and Instagram.

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

The difference between a personal and professional opinion can be blurred on social media, particularly when discussing issues relating to Project Lifeline's work. 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 carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members of all levels and volunteers. Before engaging in work-related social media activity, staff must read this policy. This policy sets out guidelines on how social media should be used to support the delivery and promotion of Project Lifeline, and the use of social media by staff 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 staff support and expand our official social media channels, while protecting the company and its reputation and preventing any legal issues.

Cheronagh Lillie 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 her. No other staff member can post content on Project Lifeline's official channels without the permission of the Founder.

Project Lifeline uses the following social media channels:

Facebook, Twitter, Instagram, LinkedIn, Spotify, YouTube,

Appropriate conduct Guidelines

Melissa D'Souza is responsible for setting up Project Lifeline's social media channels. Only those authorised to do so by the Founder will have access to these accounts.

Staff should ensure they reflect our values in what they post and use our tone of voice. All social media content should have a purpose and a benefit for Project Lifeline. 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 shouldn't post content about young people without their express permission. If staff are sharing information about third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Project Lifeline. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.

Always check facts. Staff 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.

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.

Staff should refrain from offering personal opinions via Project Lifeline's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Project Lifeline's position on a particular issue, please speak to the Founder.

It is vital that Project Lifeline does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of knife crime.

Staff 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.

Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Project Lifeline. This could confuse messaging and brand awareness. By having official social media accounts in place, the social media team can ensure consistency of the brand and focus on building a strong following.

Project Lifeline is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

If a complaint is made on Project Lifelines social media channels, staff should seek advice from their manager before responding.

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. Examples might include: gang conflicts. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The social media team regularly monitors our social media spaces for mentions of Project Lifeline so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the team will appropriately respond to the situation.

If any staff outside of the social media team become aware of any comments online that they think have the potential to escalate into a crisis, whether on Project Lifeline's social media channels or elsewhere, they should speak to their manager.

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. Staff are expected to behave appropriately, and in ways that are consistent with Project Lifeline's values and policies, both online and in real life.

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

Staff who have a personal blog or website which indicates in any way that they work at Project Lifeline should discuss any potential conflicts of interest with their line manager. Similarly, staff who want to start blogging and wish to say that they work for Project Lifeline should discuss any potential conflicts of interest with their line manager.

Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Project Lifeline's view.

Use common sense and good judgement. Be aware of your association with Project Lifeline and ensure your profile and related content is consistent with how you wish to present yourself to the public.

Project Lifeline works with several high profile people, including celebrities. Please don't approach high profile people from your personal social media accounts to ask them to support

the charity, as this could hinder any potential relationships that are being managed. This includes asking for retweets about the charity. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to your manager to share the details.

If a staff member is contacted by the press about their social media posts that relate to Project Lifeline, they should talk to their manager immediately and under no circumstances respond directly.

Project Lifeline 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 Project Lifeline, staff are expected to hold our position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Project Lifeline, and understand and avoid potential conflicts of interest.

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 do consider the content carefully. When you are using social media sites at work, it is important that you do so safely.

Think about your reputation as well as the charity's. 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.

We encourage staff 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 us and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff 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 your manager who will respond as appropriate.

Further Guidelines

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

It is critical that all staff 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.

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Project Lifeline is not ready to disclose yet.

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Project Lifeline 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

There should be no systematic or routine checking of a candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision. This is in line with Project Lifeline's Equal Opportunities Policy.

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 staff member considers that a person/people is/are at risk of harm, they should report this to their manager immediately.

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 young people under 18-years-old via social media, staff should ensure the online relationship with Project Lifeline follows the same rules as the offline 'real-life' relationship. Staff should ensure that 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 young person and Project Lifeline's content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Project Lifeline is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from their manager.

Approval and Review

Approval By M D'Souza

Date 01/11/2023

Next Review Date 01/11/2024