

RUTLAND FIRST CIC

Online Engagement Policy

Rutland First Community Interest Company is a not-for-profit company established to undertake and encourage a broad range of work and other activities relating to improving, promoting and enhancing the wellbeing of the people of Rutland, and the immediate surrounding areas.

1. The Purpose of Online Engagement

By engaging on-line in social networks, Rutland First aims to keep people informed about consultations and surveys and anything that affects their health and social care services, thus amplifying their voice. Although we will be using a range of engagement channels to do this, including the Rutland First website, Rutland First will also use social networks to extend the reach of the project and encourage use of the resources that will be hosted on the Rutland First website.

Rutland First paid staff will be responsible for operating this policy. However, even though only Board Members and staff will be able to access social media accounts to post, volunteers should be aware of this policy when replying to posts, or tagging or sharing content with the Rutland First accounts.

2. Aim

The aim of this policy is to ensure that:

- Engagement with individuals, communities and promotion of Rutland First through the use of social media is maximized.
- A consistent and corporate approach is adopted and maintained in the use of social media
- Rutland First information remains secure and is not compromised through the use of social media
- Staff operate within existing policies, guidelines and relevant legislation
- Rutland First's reputation is not damaged or adversely affected
- Service users viewing Rutland First social media channels are not abused, threatened or discriminated against
- Rutland First core values are maintained

3. Social Media

Social media is increasingly used to reach a wider audience, particularly audiences who may not access traditional media. All Rutland First social media content should be up to date and accurate.

Rutland First will use a range of social media outlets to communicate its core messages and engage with individuals and organisations about health and social care. This includes, but is not limited to, Facebook and Twitter.

4. Risk Assessment

The following risks have been identified:

- Damage to the reputation of Rutland First
- That Rutland First posts online give a false impression that Rutland First has exceeded its objects, or is perceived as campaigning inappropriately or not remaining impartial when necessary
- Virus or other malware (malicious software) infection from infected sites
- Disclosure of confidential information
- Social engineering attacks (this is the act of manipulating people into disclosing confidential material or carrying out certain actions. Individuals fraudulently claiming to be a business or client often conduct social engineering)
- Civil or Criminal action relating to breaches of legislation
- Breach of Safeguarding
- Abuse or discrimination

In light of these risks, Rutland First will monitor and regulate the use of social media sites regularly to ensure that such use does not damage Rutland First, its employees, partners or the people it serves.

5. Procedure

Users must ensure that they use social media sensibly and responsibly, in line with this policy. They must ensure that their use will not adversely affect Rutland First or its business, nor be damaging to Rutland First's reputation and credibility or otherwise violate any Rutland First policies. They should:

- Be aware of and recognise their responsibilities identified in this Online Engagement Policy
- Remember that they are personally responsible for the content they publish on any form of social media
- It shall be considered a breach of acceptable conduct to post any confidential information or intellectual property of Rutland First obtained during the person's work, including information relating to finances, research, development, marketing, service users, operational methods, plans and policies
- Never give out personal details such as home address and telephone numbers
- Ensure that any personal or sensitive information is handled in line with the Rutland First's Data Protection Policy
- Be aware of safeguarding issues, as social media sites are often misused by offenders. Safeguarding is everyone's business – if you have any concerns about other site users, you have a responsibility to report these to a Board Member

- Social media sites are in the public domain and it is important to ensure that you are confident about the nature of the information you publish. Permission must be sought if you wish to publish or report on meetings or discussions that are meant to be private or internal to Rutland First
- Responses from the public on the Rutland First website and social media pages will be regularly moderated to ensure that any inappropriate messages/posts from the public are removed from the website/social media page. See section 8 Moderation guidelines. Inappropriate content includes anything defamatory, personal or profane. If there is any doubt as to whether to delete a post, a Board Member is to be approached
- Don't cite details of service users, partners or suppliers without their approval
- Don't use insulting, offensive or racist language or engage in any conduct that would not be acceptable in the workplace
- Ensure all content is polite, professional, appropriate, accurate and spell checked

6. Content

The following is a guide to the content of any online communication from Rutland First. If any doubt exists, a Board Member should be approached to confirm whether information should be shared on the Rutland First website or social media accounts.

Do

- Post/share information about Rutland First projects, surveys and activities
- Post/share information about local health and social care services
- Post/share reports from recognised national bodies
- Post/share surveys and information from other recognised charities, government bodies and health and social care providers and commissioners

Don't

- Engage in conversations on social media platforms. If a question is asked, refer the person to the info@rutlandfirst.co.uk email address for a response
- Post/share anything of a specifically political, religious or legal nature
- Support any campaign (information can be shared with the public regarding health or social care campaigns – but it must be clear that Rutland First does not engage in campaigning)
- Use the site/tool for personal gain or to solicit business for personal gain
- Express personal views
- Post/share materials considered to be defamatory or to the detriment of Rutland First and/or the public perception of the organisation

7. Administration

The username and passwords to access Rutland First online profiles will be held securely..

The only people authorized to access the Rutland First website management tools, and the Facebook and Twitter accounts are the Chair of the Board and designated Board and staff members.

8 Moderation

The aim of moderating the Rutland First website and social media posts is to monitor items of feedback and public comment against a set of 'good practice' or 'acceptability' principles. In the case of the Rutland First website the technology allows for 'pre-moderation' whereby all comments can be checked before they go live. In the case of social media such as Twitter and Facebook, moderation activity is necessarily conducted after posts have been made, due to the nature and limitations of the media.

Good Practice Principles

Moderation should be conducted professionally with a common-sense approach, taking care that the following types of comment are disallowed:

- Personal attacks
- Threats or discussion of illegal activity
- Comments that are racially or sexually inflammatory
- Advertising or self-promoting
- Use of lewd language
- Comments that are irrelevant or out of context

Where website feedback and posts are found to be unacceptable according to these principles, then the moderator may seek to reword the comments and seek the author's approval before publishing. Where that approval is not forthcoming, or where the author has not left contact details, then Rutland First will decline to publish the item of feedback.

Where Social Media posts are found to be unacceptable according to these principles then the moderator will remove the post immediately.

Moderation is conducted in the first instance by the Chair of the designated Board Member. The Chair shall have the final word in deciding the suitability of any post after application of the Good Practice Principles.