

## Social Media and Digital Policy

### 1. Purpose

This policy establishes guidelines for appropriate use of social media and digital communications by staff, volunteers, and participants to:

- Protect the safety and privacy of all individuals
- Maintain Charlton Premier Skills and all subsidiaries' reputation
- Comply with data protection laws
- Promote positive online engagement

### 2. Scope

Applies to all digital platforms including but not limited to:

- Social media (Facebook, Instagram, Twitter, LinkedIn, TikTok)
- Messaging apps (WhatsApp, Signal, Messenger)
- Email communications
- Video conferencing tools (Zoom, Teams, Google )
- Website content and blogs

### 3. General Guidelines for All Users

#### Professional Accounts

- Staff/volunteers must use official @charltonpremierskills accounts for work purposes
- Personal accounts must not imply organizational endorsement
- Profile photos should be professional when representing CPS

#### Content Sharing

##### ✅ Do:

- Share program updates and success stories
- Celebrate participant achievements (with consent)
- Use approved branding and hashtags (#CPSSkillsForLife)
- Correct misinformation politely

##### ❌ Don't:

- Post identifiable images of minors without parental consent
- Share confidential information
- Engage in political/controversial debates as CPS representatives
- Use offensive language or humour

## **4. Staff/Volunteer Specific Rules**

### **Communication with Participants**

- Only use approved platforms (e.g., organisation WhatsApp groups)
- Maintain professional boundaries (no private messaging)
- Group chats must include at least 2 staff members
- No contact outside official program hours except for emergencies

### **Personal Social Media Use**

- Set profiles to private where personal content exists
- Do not accept friend/follow requests from participants under 18
- Clearly state "views are my own" in personal profiles

## **5. Participant Guidelines**

### **Safe Social Media Use**

- Be kind and respectful in all online interactions
- Report any concerning content to staff immediately
- Never share personal contact details publicly
- Obtain permission before tagging others

### **Program-Related Content**

- Only share photos/videos with staff approval
- Use #CPSSkillsForLife when posting about programs
- Respect intellectual property rights

## **6. Crisis Management**

### **Negative Engagement**

- Do not respond to trolls or hostile comments
- Screenshot and report to [Digital Safety Officer]
- Follow our Incident Response Plan for serious issues

### **Data Breaches**

Immediately report:

- Lost/stolen devices containing CPS data
- Unauthorised access to accounts
- Accidental sharing of private information

## 7. Monitoring & Enforcement


- All official accounts will be monitored weekly
- Policy violations may result in:
  - Removal of content
  - Suspension of digital privileges
  - Disciplinary action for staff/volunteers
  - Participant exclusion in serious cases

## 8. Reporting Concerns

Contact:

Digital Team

programmes@charltonpremierskills.org

 07908174875

For urgent safeguarding concerns:

[Safeguarding Lead Contact]

## 9. Policy Review

Annual review by Digital Safety Committee. Last updated: 19/04/2025

### Approved by:

Dennis Ssemwogerere

Director of Programmes

Charlton Premier Skills

19/04/2025

### Related Policies:

- Safeguarding Policy
- Data Protection Policy
- Code of Conduct
- Whistleblowing Policy

*This policy will be communicated to all stakeholders during induction and reinforced through annual digital safety workshops.*

*We encourage positive digital citizenship while prioritizing safety at all times.*