

Policy Name	Social Media			Policy No.	
EFFECTIVE DATE		DATE OF LAST REVISION		VERSION NO.	01
TO BE REVIEWED NO LATER THEN					
ADMINISTRATOR RESPONSIBLE			CONTACT INFORMATION		
Apply group names to define applicable areas of staff					
GROUP 1		GROUP 3		GROUP 5	
GROUP 2		GROUP 4		GROUP 6	

Version History				
	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
01				
02				
03				

Related Policies And Other References			
	TEMPLATES	TRAINING	GUIDANCE/REFERENCES
Equality & Diversity (02)			Copyright Law 1988
Recruitment (04)			
Disciplinary (11)			

Purpose

Social media is an essential tool to support your heritage tour mission, enabling mass engagement with targeted communities and partners.

We recognise the importance of our staff participating in social media, on behalf of Legacy WM, to engage with our audiences, participate in relevant conversations and raise the profile of Legacy WM's work. The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to Legacy WM's work. While Legacy WM encourages the use of social media, there are certain standards, outlined in this policy, that everybody must align to. Publication and commentary on social media carry 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, volunteers, and trustees and applies to content posted on both a Legacy WM device and a personal device. Before engaging in work-related social media activity, all individuals must read and ensure compliance with this policy.

Scope

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Legacy WM's work and the use of social media by staff in both a professional and personal capacity. It sets out what needs to be considered when interacting in these spaces and is designed to help staff develop and expand Legacy WM official social media channels, while protecting the charity and its reputation, preventing any negative publicity or legal issues.

This policy covers all forms of social media, including Facebook, LinkedIn, Twitter, Instagram, Wikipedia and other social networking sites and other internet postings including blogs. It applies to the use of Social Media for both business and personal purposes, during working hours and in the employee's own time, to the extent that it may affect the reputation of Legacy WM

Internet Access & Monitoring Usage

There are currently no access restrictions to any of Legacy WM social media sites. However, when using the internet during work hours, it is important that staff ensure this is for business use. Legacy WM allows reasonable and appropriate use of personal social media activity during your breaks, but this usage should not be excessive or interfere with your work duties.

Point Of Contact For Social Media

Legacy WM Marketing, PR and Communications Officer is responsible for the day-to-day publishing, monitoring and management of our social media channels, aligned to the overarching marketing and social media strategy.

Members of Legacy WM also have access and authority to post on these channels, although, this should only be done in conjunction with the Marketing, PR, and communications Officer, aligned to the wider Marketing and Engagement strategy.

Any day-to-day queries in relation to social media publishing and content should be directed to the Marketing, PR and communications Officer. Any other staff member wanting to post content on Legacy WM official channels must do this through the Marketing, PR, and communications Officer.

Legacy WM's locality specific Social media channels will be overseen by the Marketing, PR and communications Officer, who will train and support volunteer ambassadors to post any relevant day to day content, aligned to Legacy WM's brand guidelines, marketing and engagement strategy.

Using Social Media Channels – Appropriate Conduct

- The Marketing, PR and Communications Officer is responsible for setting up and managing Legacy WM's social media channels. All central channels will be managed by The Marketing, PR and Communications Officer directly. Locality specific channels can be accessed by those authorised to do so by the Marketing, PR and Communications Officer who will oversee, supervise, and provide guidance of this.
- All staff and volunteers must be Ambassadors for the Legacy WM brand. They should ensure they reflect Legacy WM's values in what they post and use the correct tone of voice. Reference should be made to our Brand guidelines/tone of voice and all individuals should understand when posting content on Legacy WM's social media channels.
- All staff and volunteers should ensure all social media content posted/shared has a purpose, a benefit and accurately reflects Legacy WM's agreed position.
- The content should bring value to our audience(s), Answering their questions, helping, empowering, and engaging with them
- All content should be presented professionally, ensuring there are no typos, misspellings, or grammatical errors with good quality images that we are permitted to use.
- Ensure responses to comments are made in a timely manner, where responses are appropriate.
- Only content about supporters or users can be posted with their permission. If there is sharing of information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from Legacy WM. If using interviews, videos or photos that clearly identify a child or young person, individuals must ensure they have the consent of a parent or guardian before using them on social media.
- Ensure facts are always correct and sources are gained from reliable credible websites/articles etc. Individuals should not automatically assume that material is accurate. Reasonable steps should be taken, where necessary, to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
- Individuals should not post personal opinions via the Legacy WM social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Legacy WM's position on a particular issue, please speak to the Marketing, PR and Communications Officer.
- It is vital that Legacy WM does not encourage others to risk their personal safety or that of others, to gather materials/content. For example, a video of a stunt.
- Individuals 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.

- Individuals should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Legacy WM. This could confuse messaging and brand awareness. By having official social media accounts in place, the Marketing, PR and Communications Officer can ensure consistency of the brand and focus on building a strong following.
- The Legacy WM is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. The Legacy WM has every right to express views on policy, including the policies of parties, however, can't tell/advise people how to vote.
- If a complaint is made on Legacy WM's social media channels, advice should be sought from the Marketing, PR and Communications Officer before responding. If they are not available, then contact should be made to The Head of Operations and Engagement.
- Sometimes issues can arise on social media which can escalate into a crisis situation because they are contentious, sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity. If in doubt, always escalate to a member of Legacy WM.
- The Marketing, PR and Communications Officer regularly monitors social media spaces for mentions of Legacy WM, so any issues or problems can be caught early and mitigated. If there are any issues that could develop or have already developed into a crisis situation, the following actions must be taken:
 - Marketing, PR and Communications Officer will escalate to Head of Operations or The CEO
 - The matter will be dealt with via the Legacy WM member dealing with the issue.

This may involve removing content, clarifying Legacy WM position, contacting the individuals involved personally to investigate and ensure the appropriate action is taken.

- If any individual becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on Legacy WM social media channels or elsewhere, they should escalate this to the Head of Operations and Engagement immediately.

Use Of Personal Social Media Accounts – Appropriate Conduct

This policy does not intend to inhibit personal use of social media but instead identifies those areas where conflicts or issues may arise. Employees, and Volunteers of Legacy WM are expected to behave in a professional manner, demonstrating Legacy WM's values and policies, both online and in real life situations.

All staff and volunteers must ensure:

- They are aware that any information that is made public could affect how people perceive Legacy WM. They must make it clear, when speaking for themselves and not on behalf of Legacy WM. If they are using personal social media accounts to promote and talk about the work of Legacy WM, they must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Legacy WM's positions, policies or opinions."

- Those who have a personal blog or website which indicates in any way that they work at Legacy WM, should discuss any potential conflicts of interest with their Manager. Similarly, employees who want to start Blogging and wish to say that they work for Legacy WM should discuss any potential conflicts of interest with their Manager and the Marketing, PR and Communications Officer.
- Those in senior management positions, 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 Legacy WM's view.
- Common sense and good judgement are used at all times. Be aware of your association with Legacy WM and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.
- Legacy WM, from time to time, may work with high profile role models, including celebrities, journalists, politicians, and influencers. It is NOT appropriate to 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 by other colleagues. This includes asking for retweets/and or sharing information about the Legacy WM, unless you have been explicitly asked to do so by a senior manager.
- If any member of staff/volunteer has a high-profile contact who may have a relevant connection, or if there is someone in the public eye who aligns well to the Legacy WM's core values, please speak to the Marketing PR & Communications Officer to share the details.
- If an employee or volunteer is contacted by the press about their social media posts that relate to Legacy WM, they should talk to the Head of Operations and Engagement immediately and under no circumstances respond directly before discussing this with a member of the Senior team.
- Legacy WM 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 Legacy WM, employees are expected to hold Legacy WM's position of neutrality. Employees who are politically active in their spare time need to be clear in separating their personal political identity from Legacy WM as well as understand and avoid potential conflicts of interest.
- Legacy WM's logos or trademarks are not used unless approved to do so. Permission to use logos should be requested from a member of the Senior team.
- They always protect themselves and the charity, being cautious with online privacy and the sharing of personal information. Anything published 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.
- They think about their own reputation as well as Legacy WM. They must always express opinions and deal with differences of opinion respectfully. They should ensure they never insult people or treat them badly. Passionate discussions and debates are acceptable, but these should always be conducted with respect of others and their differences of opinions. All content must be polite and if any mistakes are made, they must acknowledge and correct these appropriately.
- Staff and volunteers are encouraged to share tweets and posts that we have posted both by Legacy WM and other aligned partners. When online in a personal capacity, you might also see opportunities to comment on or support the work of Legacy WM. Where appropriate, and using the guidelines within this policy, employees and volunteers can do this, to raise The profile of the charity, its partners and their work. However, if the content is controversial or misrepresented, please escalate this to the Marketing, PR and Communications Officer who will respond as appropriate.

Libel

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 Legacy WM into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright Law

It is critical that all employees/volunteers 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.

Confidentiality

Any communications that staff/volunteers make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Legacy WM is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

Discrimination & Harassment

Employees and Volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Legacy WM 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

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, on lobbying, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the CEO.

Use Of Social Media In The Recruitment Process

Recruitment should be carried out in accordance with the Recruitment Policy, and associated procedures and guidelines. Any advertising of vacancies should be done through the Marketing, PR, and Communications Officer. There should be no systematic or routine checking of 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 Legacy WM's Equality & Diversity Policy.

Protection & Intervention

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, For example, Facebook. However, if an employee or volunteer considers that a person/people is/are at risk of harm, they should report to a member of the senior team.

Under 18's & Vulnerable People

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, employees and volunteers should ensure the online relationship with The Legacy WM follows the same rules as the offline 'real-life' relationship. Employees 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. Employees should also ensure that the site itself is suitable for the young person and The Foundations content and other content is appropriate for them.

Responsibilities & Breach Of Policy

All Trustees/employees of Legacy WM are responsible for their own compliance with this policy. Participation in social media, on behalf of Legacy WM, is not a right but an opportunity, it must therefore be treated seriously and with respect. Any employee breaches may result in disciplinary action, depending on the severity of the issue. Please refer to our Disciplinary Policy for further information on disciplinary procedures. Anyone who is unsure about whether something they propose to do on social media might breach this policy, should seek advice from their Manager in the first instance.