



Final Straw Foundation CIO

Social Media Policy

A guide for staff on using social media to promote the work of Final Straw Foundation and in a personal capacity.

Policy Updated: 30th October 2023

Date to be Reviewed: 30th October 2024

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Introduction

What is social media?

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.

Why do we use social media?

Social media is essential to the success of communicating Final Straw Foundation'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 Final Straw Foundation's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Final Straw Foundation'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, volunteers and trustees* and applies to content posted on both a *Final Straw Foundation* device and a personal device. Before engaging in work-related social media activity, staff must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Final Straw Foundation, 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 charity and its reputation and preventing any legal issues.

Point of contact for social media

Our Social Media lead, Amy Rushton, CEO, Bianca Carr, and COO, Lissie Pollard, are 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 Social Media lead. No other staff member can post content on Final Straw Foundation's official channels without the permission of the management team.

Which social media channels do we use?

Final Straw Foundation uses the following social media channels:

- **Facebook:** <https://www.facebook.com/finalstrawfoundation/>
The Facebook account is used to share news with supporters and to encourage people to become involved in our work. We use messenger to answer queries and direct people to email addresses.
- **Instagram:** <https://www.instagram.com/finalstrawfoundation/>
The Instagram account is used to share news with supporters and to encourage people to become involved in our work.
- **Twitter:** <https://www.twitter.com/finalstrawcio/>
The Twitter account is used to share news with supporters and to encourage people to become involved in our work, as well as networking with peers.
- **LinkedIn:** <https://www.linkedin.com/company/final-straw-foundation>
The LinkedIn account is used to share news about the charity to general and business supporters, encouraging businesses to engage with our work and for networking purposes.



Guidelines

Using Final Straw Foundation's social media channels — appropriate conduct

1. Management. The COO and the Social Media lead are responsible for setting up and managing Final Straw Foundation's social media channels. Only those authorised to do so by the COO will have access to these accounts.
2. Responsiveness. Our digital communications officer responds to comments Monday-Friday, 9am-5pm, and then on evenings and weekends we have a social media out-of-hours rota, covered by leadership team.
3. Be an ambassador for our brand. Staff should ensure they reflect Final Straw Foundation's values in what they post and use our tone of voice.
4. Make sure that all social media content has a purpose and a benefit for Final Straw Foundation, and accurately reflects the charity's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If staff outside of social media lead wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Social media lead about this.
9. Staff shouldn't post content about supporters or service users without their express permission. If staff are sharing 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 Final Straw Foundation. 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.
10. 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.
11. 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.
12. Staff should refrain from offering personal opinions via Final Straw Foundation's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Final Straw Foundation's position on a particular issue, please speak to COO.
13. It is vital that the Final Straw Foundation does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.
14. 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.
15. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Final Straw Foundation. This could confuse messaging and brand awareness. By having



official social media accounts in place, the Social Media lead can ensure consistency of the brand and focus on building a strong following.

16. The Final Straw Foundation 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.

17. If a complaint is made on Final Straw Foundation's social media channels, staff should seek advice from the COO (Chief Operations Officer) before responding. If they are not available, then staff should speak to the CEO.

18. If there is ever any doubt around the safeguarding of young persons, refer to our safeguarding policy and contact the Designated Safeguarding Lead as per the policy.

The Social Media Lead will regularly monitor our social media spaces for mentions of Final Straw Foundation 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 Social Media Lead will do the following:

A. Identify the source of the problem.

Identify the problem and locate where it originated.

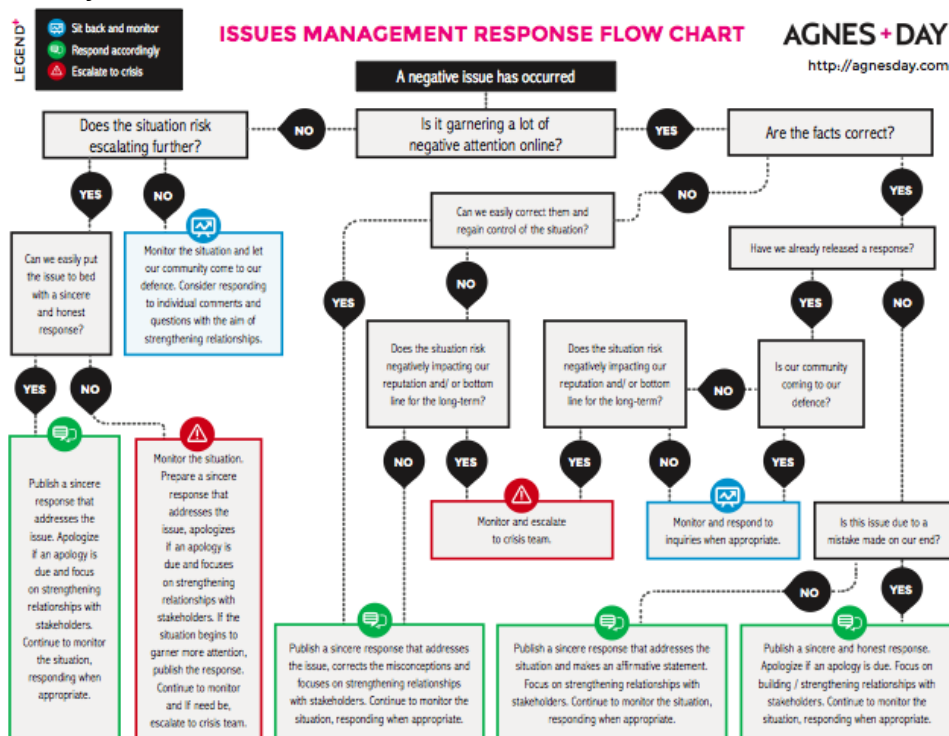
- Assess the damage that's been made thus far.
- Look at which social media accounts it's affecting.
- Try to identify any trends in the comments.
- Evaluating the situation before taking action that will ensure that we're creating a long-term plan to handle the crisis.

B. Categorise the issue as a crisis or problem.

Determine the severity of the issue. Is it a problem? Or, is it a crisis?

A problem is a minor issue that can be resolved using standard responses, and should be dealt with by the Social Media Lead - advice may be sought from the leadership team. In comparison, crises affect larger audiences and require a special response from the charity to prevent escalation, and will be handled by the leadership team with advice, if needed, from the charity Trustees.

C. Use this internal flowchart to execute actions.





As a crisis escalates, decide whether to adjust the publishing schedule to demonstrate a complete focus on the issue. Potentially pause scheduled posts to show that the charity is set on resolving the crisis.

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 Final Straw Foundation's social media channels or elsewhere, they should speak to the COO immediately.

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. Final Straw Foundation staff are expected to behave appropriately, and in ways that are consistent with our values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive the Final Straw Foundation. You must make it clear when you are speaking for yourself and not on behalf of FSF]. If you are using your personal social media accounts to promote and talk about FSF's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent FSF's positions, policies or opinions."
2. Staff who have a personal blog or website which indicates in any way that they work at FSF 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 FSF should discuss any potential conflicts of interest with their line manager.
3. 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 FSF's view.
4. Use common sense and good judgement. Be aware of your association with FSF and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.
5. FSF works with several high-profile people, including celebrities, journalists, politicians and major donors. 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 by The Social Media Lead. 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 the Social Media Lead] to share the details.
7. If a staff member is contacted by the press about their social media posts that relate to FSF, they should talk to the COO immediately and under no circumstances respond directly.
8. FSF 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 FSF, staff are expected to hold FSF's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from FSF, and understand and avoid potential conflicts of interest.
9. Never use FSF's logos or trademarks unless approved to do so. Permission to use logos should be requested from the COO.
10. 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.



11. 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.

12. 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 FSF 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 the COO who will respond as appropriate.

Further guidelines

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 FSF's name into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

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.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that FSF is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our [*policy name i.e. Confidentiality Policy*] for further information.

Discrimination and harassment

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



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 COO and the CEO. Vacancies are shared routinely on LinkedIn, Facebook and the website.

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 FSF's Equal Opportunities Statement.

Protection and 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 a staff member considers that a person/people is/are at risk of harm, they should report this to the DSL immediately.

Under 18s and 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, staff should ensure the online relationship with FSF 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 FSF content and other content is appropriate for them. Please refer to our Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of FSF 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. Please refer to our Code of Conduct for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the COO.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, if a staff member releases information through FSF's social media channels that is in the interest of the public, FSF's Whistleblowing policy must be initiated before any further action is taken.