



Community Capacity
Builders CIC

SOCIAL & MEDIA POLICY

LAST REVIEWED: FEBRUARY 2024

1. INTRODUCTION:

Social media platforms (such as 'Twitter', 'Facebook' and 'Instagram') are developing the way **Community Capacity Builders CIC** employees work and engage with each others, key stakeholders and partners.

1.1.Social media brings us new opportunities to connect and communicate directly with our community. **Community Capacity Builders CIC** uses social media as:

- A method of amplifying our external communications
- A customer service channel for our various stakeholders to speak directly to us
- A method of accessing and engaging new audiences and encouraging them to engage with our provision of services to improve physical, mental and financial health of the vulnerable and disadvantaged children and adults.
- A vehicle for keeping up to date on current relevant information about community needs, funded projects and their delivery in England as it happens
- A relationship building tool to help communicate and showcase information for our partners and for the good of local communities.

2. SOCIAL MEDIA:

2.1.The intention of this note is not to stop **Community Capacity Builders CIC** directors, sessional staff and volunteers from conducting legitimate activities on the internet but serves to flag up those areas in which conflict may arise.

2.2.All **Community Capacity Builders CIC** directors, sessional staff and volunteers should be mindful of the information they disclose on social networking sites. Where they associate themselves and **Community Capacity Builders CIC** (through providing work details or a professional opinion) they should act in a manner which does not bring **Community Capacity Builders CIC** into disrepute.

What is social media?

2.3.Social media' is the term commonly given to websites, online tools and other Interactive Communication Technologies (ICT) which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

3. ASSOCIATION WITH COMMUNITY CAPACITY BUILDERS CIC:

3.1. As with all forms of communication, when someone clearly identifies their association with **Community Capacity Builders CIC** and/or discusses their work, they are expected to behave appropriately. Social media is fast moving, constantly evolving and often unforgiving. Inappropriate posts can quickly escalate nationally and globally with no route or option for recovery. Directors, sessional staff and volunteers' behaviour should always be consistent with **Community Capacity Builders CIC's** values and policies on social media as much as in other forms of communication.

4. ACCESSING SOCIAL MEDIA AT WORK:

Since there are no enforced responsibilities within job roles (other than the Directors, who look after **Community Capacity Builders CIC's** social media) to access social sites at work, we would encourage volunteers who wish to engage **Community Capacity Builders CIC's** social media channels to do so on their own personal devices using the apps which are free to download.

5. EXPECTATIONS:

5.1. This guidance note sets out the principles which **Community Capacity Builders CIC** staff are expected to follow when using social media (either personally or within their role) and gives interpretations for current forms of interactivity. It applies to all forms of social media. The internet is a fast-moving technology and it is impossible to cover all circumstances. However, the principles set out in this document should always be followed.

5.2. MEDIA INTEREST - When a director, sessional staff or volunteer is contacted by the media about posts on their social networking site that relate to **Community Capacity Builders CIC** they should alert their project manager and/or a director before any response is sent, other than an acknowledgement that a response will be forthcoming.

5.3 PRINCIPLES - **Community Capacity Builders CIC's** reputation is crucial. The online activities of our directors, sessional staff and volunteers whilst representing the workplace must not undermine **Community Capacity Builders CIC's** reputation. To this end;

Directors, sessional staff and volunteers should not engage in activities on the internet which might bring **Community Capacity Builders CIC** into disrepute.

1. Directors, sessional staff and volunteers should always act in a professional manner when altering online sources of information.
2. Directors, sessional staff and volunteers should not use the internet in any way to attack or abuse colleagues or **Community Capacity Builders CIC** or indeed participate in something which may lead to embarrassment to either a colleague or **Community Capacity Builders CIC** itself.

3. Directors, sessional staff and volunteers should not post derogatory or offensive comments on the internet.
4. Directors, sessional staff and volunteers should not disclose privileged information. Confidences of present and former colleagues, partners and employees should be safeguarded.
5. Directors, sessional staff and volunteers must always respect the personal privacy and contact preferences of each individual.
6. Directors, sessional staff and volunteers responsible for a **Community Capacity Builders CIC** social media account, should always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate (within agreed protocols.)

Remember - Any information published online can be accessed around the world within seconds and will be publicly available for all to see.

6. SOCIAL MEDIA GUIDELINES AT A GLANCE:

Know and follow **Community Capacity Builders CIC's** Policies and Procedures. The same principles and policies that apply to public interactions generally also apply to social media, such as:

1. IT General Guidelines for Computer Use, **Community Capacity Builders CIC's** email policy and **Community Capacity Builders CIC** Directors, sessional staff and volunteers Guidance

You should familiarise yourself with these policies before you begin participating in social media.

2. **Community Capacity Builders CIC** employees are personally responsible for the content they publish on-line, whether in a blog, social computing site or any other form of user-generated media. Be mindful that what you publish will be public for a long time. Protect your privacy and take care to understand a site's terms of service, knowing that these can change frequently over time.
3. Respect copyright, fair use and financial disclosure laws.
4. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the **Community Capacity Builders CIC** workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
5. Be aware of your association with **Community Capacity Builders CIC** in online social networks. If you identify yourself as a **Community Capacity Builders CIC** Directors, sessional staff or volunteer ensure your profile and related content is consistent with how you wish to present yourself with colleagues and partners.
6. Never pick fights, be the first to correct your own mistakes.

7. Try to add value. Provide worthwhile information and perspective.
8. If as part of your role, you have responsibility for **Community Capacity Builders CIC**'s own social media accounts then you should update these generically as a member of the **Community Capacity Builders CIC** team rather than as an individual.

7. PRIVACY & CONSIDERING YOUR COLLEAGUES:

The legal concept of privacy in the UK is complex as there is no one privacy law. However, the Human Rights Act incorporates the right to privacy for both individuals and companies. The law of confidence is bound with the right to privacy, and many legal cases centering around the right to a private life focus on breaches of confidentiality.

Practical examples of situations where privacy may be an issue include:

1. Disclosing information about colleagues on a personal blog or placing other personal content online.
2. Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share work-related information in this way
3. For example, there may be an expectation that photographs taken at a private **Community Capacity Builders CIC** event will not appear publicly on the internet, both from those present and perhaps those not at the event. Directors, sessional staff and volunteers should be considerate to their colleagues in such circumstances and should not post information when they have been asked not to. They should also remove information about a colleague if that colleague asks them to do so.
4. Under no circumstances should offensive comments be made about **Community Capacity Builders CIC** colleagues on the internet. This may amount to cyber-bullying and could be deemed a disciplinary offence.
5. Working with vulnerable and disadvantaged children/people and posting images of them in a project setting on social media may pose considerable problems if the correct consent has not been specifically given in using the image online.

8. PHOTOGRAPHY/FILMING OF PARTICIPANTS

There is evidence that certain individuals will visit sporting or group events to take inappropriate photographs or video footage of young and disabled sports people in vulnerable positions. All clubs should be vigilant about this possibility. Any concerns during an event should be reported to a club official or other responsible person.

1. **Community Capacity Builders CIC** requires all persons working for or representing them wishing to take photographic or video footage of participants of a CCB project, to seek verbal and written permission from the individuals or group. If the photographs or video

footage is of children or an adult with reduced mental capacity to give their own consent, then permission needs to be sought from a responsible adult e.g. teacher, parent, coach or carer.

2. Usually, a participant in a project will have had to complete a REGISTRATION DOCUMENT before starting the project (e.g. Google Form or Paper form) and there can be a tick box or Y/N choice where the participant agrees to be photographed/filmed or not. **Community Capacity Builders CIC** must adhere to the wishes of the participants that have expressed they do not wish to be photographed/filmed and be mindful of this when taking photos or filming to not include those individuals.
3. In the circumstances where participant registration documents have not been completed e.g. in an educational setting for Financial Literacy Delivery, then permission **MUST** be sought formally from the Teacher or Coach responsible for the group as they will know which individuals do not wish to be photographed or filmed. Again, **Community Capacity Builders CIC** must adhere to these wishes and ensure those individuals are not included in any photos or filming. This permission sought on their behalf must be in writing e.g. an email. This **MUST** then be forwarded to **Community Capacity Builders CIC's** Lead Safeguarding Officer.
4. If an external professional photographer is commissioned or the press are invited to an event, it is important that they understand **Community Capacity Builders CIC's** expectations of them in relation to adult protection (see APPENDIX A for a form they must complete and sign)

Community Capacity Builders CIC will:

- Provide a clear brief about what is considered appropriate in terms of their behaviour and the content of the photography;
- Issue them with identification which they must display at all times;
- Inform participants that a photographer will be present at the event and ensure they consent to filming and photography and to its publication;
- Will not allow photographers unsupervised access to one-to-one photo sessions during the event;
- Will not approve photo sessions outside the events or at a participant's home.
- Will ensure that they are aware of how to identify anyone without consent
- If carers or other spectators are intending to photograph or video at an event they will also be made aware of **Community Capacity Builders CIC's** expectations:
- Spectators will be asked to register at an event if they wish to use photographic equipment;
- They will be issued with identification which they must display at all times;
- Participants will be informed that if they have concerns they can report these to the organiser/project manager;

Concerns regarding inappropriate or intrusive photography should be reported to the organiser /project manager and recorded using the incident reporting template (see REPORTING CONCERNS Policy).

9. USING PHOTOGRAPHS OF VULNERABLE CHILDREN/ADULTS ON WEBSITES, SOCIAL MEDIA PLATFORMS OR PROMOTIONAL MATERIAL

Photographs of vulnerable adults on websites, social media platforms or promotional materials can pose direct or indirect risks. For example, images accompanied by personal information (i.e. 'this is X who likes to collect stamps') could be used by an individual to learn more about an individual prior to 'grooming' them for abuse e.g. financial abuse.

To minimise the potential for misuse, **Community Capacity Builders CIC** will:

- Include a question in any PARTICIPANT REGISTRATION FORMS (e.g. Google Form or paper form) with a tick box or Y/N choice asking for permission firstly to photograph and film them AND then to use any of these photographs or footage so they ensures that they are aware of the way their image is being used to represent the sport or activity in **Community Capacity Builders CIC's** website, social media platforms or promotional material.
- In the circumstances where participant registration documents have not been completed e.g. in an educational setting for Financial Literacy Delivery, then permission MUST be sought formally from the Teacher or Coach responsible for the group as they will know which individuals do not wish to be photographed/filmed and to have such images or footage used on a website, social media platform or promotional material. Again, **Community Capacity Builders CIC** must adhere to these wishes and ensure any images that have been taken that are not used against their permission for our website or social media. This permission sought on their behalf must be in writing e.g. an email. This MUST then be forwarded to **Community Capacity Builders CIC's** Lead Safeguarding Officer.

10. RULES OF ENGAGEMENT - TO POST OR NOT TO POST?

If you have any confusion about whether you ought to publish something online, stop and think. Pay particular attention to proprietary information and avoiding misrepresentation. If you are ever unclear as to the propriety of a post, it is best to refrain and seek the advice of your project manager.

1. **Be an advocate of Community Capacity Builders CIC** - we believe in transparency and honesty; what you publish will be around for a long time, so consider the content carefully. Using positive language around **Community Capacity Builders CIC's** work and partners will help to build our reputation and our relationships in the social space. Advocating not only **Community Capacity Builders CIC's** projects, but projects for our stakeholders, will do a good job for local communities and work towards sustaining meaningful relationships with key partners.
2. **Respect copyright and fair use laws** - For **Community Capacity Builders CIC's** protection it is critical that you show proper respect for the laws governing copyright. This includes fair use of copyrighted material owned by others, including **Community Capacity Builders CIC's** own brands.

- **Music**, for example in a YouTube video: Directors/volunteers should search for websites which provide music that has been submitted by artists for use under a Creative Commons licence.
 - **Use of images**, for example on a blog, we must always credit the source of the image. (Image courtesy of **Community Capacity Builders CIC** and add link). Ensure linked source is appropriate for the audience.
 - **Linking to information on another website**: Many websites state their policy on this within a Terms of Use / Copyright section; for example, larger companies often state that linking to the home page is acceptable but deep linking (i.e. linking to a page within the website) is not, so it is worthwhile checking on this first. Some websites also specify that all links to their pages must appear in a new window and not within the 'frame' of the site linking to them.
3. **Protecting confidential and proprietary information** - Social media blurs many of the traditional boundaries between internal and external communications. Be thoughtful about what you publish. For example, ask permission before posting someone's picture in a social network or publishing in a blog a conversation that was meant to be private.
 4. **Regularly change passwords on accounts**, particularly when Directors, sessional staff and volunteers, who have been responsible for administering social media, change or leave the CIC.
 5. **Respect your audience and your colleagues** - This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion.
 6. **Add value** - **Community Capacity Builders CIC** is best represented by its people and everything you publish online reflects upon it. Blogs and social networks that are hosted on **Community Capacity Builders CIC** owned domains should be used in a way that adds value to our services; if it helps to improve knowledge or skills; if it contributes directly or indirectly to the improvement of **Community Capacity Builders CIC's** services, processes and policies; if it builds a sense of community; or if it helps to promote **Community Capacity Builders CIC's** values, then it is adding value. It is best to stay within your sphere of expertise, and whenever you are presenting something as fact, make sure it is a fact.
 7. **Be the first to respond to your own mistakes** - If you make an error, be up front about your mistake and correct it quickly, as this can help to restore trust. If you choose to modify content that was previously posted, such as editing a blog post, make it clear that you have done so. It is often more acceptable to the online community to simply update it with the correct information rather than taking anything down.
 8. **Adopt a warm, open and approachable tone** - Remember that much of **Community Capacity Builders CIC's** image is developed by our customers' interaction with real

Community Capacity Builders CIC Directors, sessional staff and volunteers. We all want that image to be a positive one. Your tone, your openness and your approachability can help with that.

9. **Talk to your readers like you would talk to real people in professional situations.** In other words, avoid overly pedantic or "composed" language. Consider content that's open-ended and invites response.
10. **Use your best judgement** - Remember that there are always consequences to what you publish. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and it is related to **Community Capacity Builders CIC's** business, feel free to discuss it with your line manager.
11. **Be cautious when clicking links posted by others** on **Community Capacity Builders CIC's** networks in case of spam or security risks.
12. **Ambiguity can lead to misunderstanding of your intent.** Consider carefully how others may interpret your words.
13. **Prioritise your time** - Ensure that time spent on **Community Capacity Builders CIC** social media is appropriate and refrain from updating personal accounts whilst at work in line with current **Community Capacity Builders CIC** policy.

11. DISCLOSURE AND CONFIDENTIALITY:

9.1 Prior to making information available via social media you should bear in mind issues around disclosure and confidentiality when posting information about **Community Capacity Builders CIC**, a 'client' or a director, sessional staff or volunteers. Information can be disseminated very quickly via social media and is virtually impossible to retract once it has been published: even if it has been online for only a short time, it may well have been picked up and cached by computers around the world. As such, your social posts should not disclose any information that is confidential or proprietary to **Community Capacity Builders CIC**.

9.2 **Clearance** - News releases will continue to be approved by **Community Capacity Builders CIC**. Any news release which subsequently features on **Community Capacity Builders CIC's** website can be mentioned in an update via Facebook, Instagram and generally further distributed.

9.3 If you are posting information relating to **Community Capacity Builders CIC**, a member or a competitor, you should consider whether this information may be sensitive and confirm that it has been cleared for publication by a member of the Board of Directors.

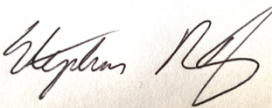
12. RESPONSIBILITIES:

1. When choosing to engage with social media, **Community Capacity Builders CIC** directors, sessional staff and volunteers should:
 - Engage responsibly online
 - Ensure that they are upholding company policies and reputation when engaging in any public forum including all social media platforms
 - Encourage our partners to engage with **Community Capacity Builders CIC's** social media channels to help raise the profile of local community causes and projects.
2. The Board of Directors will monitor the implementation of this policy and will provide support and additional guidance to employees on policy and procedure when required.
3. If you see something on **Community Capacity Builders CIC's** social networks which makes you uncomfortable, ask a member of the Board of Directors for advice.
4. **Compliance** - Directors, sessional staff and volunteers who do not support this policy and procedure may be subject to disciplinary action.
5. Compliance with this policy will be managed by the Board of Directors

This SOCIAL & MEDIA POLICY came into force on 19th January 2020 and we are committed to reviewing our policy and good practice annually.

This policy statement and accompanying procedures were last reviewed on 23rd February 2024

Next Review is 24th February 2025.



Signed: Stephen Reid

(Director & Lead Safeguarding Officer).

Date: 23rd February 2024

APPENDIX A

EXTERNAL PHOTOGRAPHER / CAMERA OPERATOR CONSENT FORM

NB: Individuals should be registered even if they are sharing a camera

Name: _____

Home Address / School / Organisation

Postcode _____ Contact number: _____

ID Presented? Yes No

If Yes Type of ID seen:

PHOTOGRAPHER– please complete and sign this statement

I am taking photographs / video footage for the purpose of (please tick all that apply):

- Personal use, for close friends and family only (images not accessible to the general public)
- School use (images not accessible to the general public)
- Media use (for websites, newsletters, publicity material etc.)

I hereby agree that all details are correct on this form and will abide by the event rules on photography.

Signature: _____ Date: _____

MEDIA ONLY– please sign this statement

I understand that Community Capacity Builders CIC may contact me via the details above to request use of the images resulting from this photo/ film shoot. This may include reproductions or adaptations of the images for all general purposes, and at any time, in relation to Community Capacity Builders' work. Adults / young people identified by a sticker should not be photographed.

Organisation: _____

Signature: _____ Date: _____