



Social Media policy

POLICY STATEMENT

Blue Ocean Waves Centre encourages the safe and effective use of digital communication tools to promote the work of the organization, while minimizing risks to young people, stakeholders, and our reputation.

This document provides a framework for use of digital communication channels for business purposes, as well as personal use that may affect the organization in any way.

This policy applies to all Blue Ocean Waves Centre's employees and any others working for The Centre (e.g., Board Members, Staff, Supporting Staff, Volunteers). References to 'staff' or 'you' in this policy therefore covers employees and contractors.

Volunteers and delivery partners have their own guidance documentation, but checks should be made that these meet the standards of Blue Ocean Waves Centre's policies. In the event that they do not, this policy should be shared with them.

Advice on this policy can be delivered by the Digital Marketing team upon request.

Responsibility for this policy rests with Blue Ocean Waves Centre.

BACKGROUND

This is an updated policy which references:

- **Definitions** regarding influencers, official channels and online contact
- **New digital communication tools** (e.g., podcasts and vlogs)
- **Communication with young people** using social media
- **Additional examples of online communication which could threaten The Centre's business interests or reputation** (e.g., security threats, offensive content, and political affiliation)
- **Working with digital influencers** (e.g., YouTubers)

LINKS TO OTHER POLICIES

Other internal policies which may be relevant to this policy are:

- Privacy Policy
- Safeguarding Policy
- Volunteer Policy
- Dealing with the Media Policy
- Data Protection Policy

Social media should never be used in a way that breaches any of our other policies. If an online post would breach any of our policies in another forum, it will also breach them in an online forum.

DEFINITION AND EXAMPLES

Devices can include but are not limited to: desktop computers, mobiles or consoles with internet connection.

Digital communication channels refers to websites, chatrooms, forums, social media networks, podcasts, blogs and vlogs and includes official business accounts as well as personal accounts.

Digital influencers refers to YouTubers and bloggers who are celebrities in their own right, within the digital industry. These relationships are cultivated and managed by the Head of Youth Marketing and Advocacy.

Inappropriate content includes pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling, violence and illegal drugs. This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

Official use of social media refers to channels which are viewed by the public as representing the opinions of Blue Ocean Waves Centre.

Online contact refers to two-way online communication with a young person using a digital channel such as websites, social media networks, blogs, and vlogs etc.

Personal use of social media refers to channels that are owned and managed by individuals outside of Blue Ocean Waves Centre

Young person refers to a Blue Ocean Waves Centre's young person who is within the organization's care, both under and over 18 (unless otherwise specified).

CONTACTS

If you have a query in relation to this policy, please contact:
blueoceanjolene@yahoo.com

Any misuse of social media should be reported to the Senior Head of Digital Marketing. Questions regarding the content or application of this policy should be directed to the Senior Head of Digital Marketing.

YOUR RESPONSIBILITIES

All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it.

Line managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behavior expected of them, and taking action when behavior falls below its requirements.

The Digital Marketing team does not actively police professional and / or personal digital channels but will occasionally make spot checks. Any poor, unprofessional behavior on professional or personal digital channels seen by the wider organization should be reported to the individual's line manager,

as well as the Senior Head of Digital Marketing using the email address above, so advice can be sought from People & Learning as needed.

Breach of this policy may result in disciplinary action for staff up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and log-in details.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

ORGANISATIONAL PROCEDURES

Official use of social media

Official use of The Centre's social media platforms is only permitted by our digital team.

The official social media channels used both nationally and regionally, which are recognised by The Centre, are listed below. These are continuously under review and could change or grow at any time:

- **Facebook:** To promote initiatives and provide information via direct messages
- **Twitter:** To promote initiatives and provide information via direct messages
- **Instagram:** To promote initiatives and provide information via direct messages
- **LinkedIn:** To promote initiatives

Designated staff overseeing 'official' accounts must, at all times, act in the best interests of The Centre, its young people and other stakeholders when creating, participating in or contributing content to The Centre's social media sites.

At all times the prime consideration must be the safeguarding and wellbeing of our young people and other stakeholders.

All official accounts should be associated with a Blue Ocean Waves Centre's email address. It is the responsibility of the designated staff member running an official account to ensure that the Digital Marketing team have an up-to-date record of the account's username and password.

The Digital Marketing team will supply specific guidance and training to all designated staff running official accounts.

If you are contacted for comments about The Centre for publication anywhere (including any social media outlet), direct the enquiry to the Director of Marketing and Communications (or Deputy Director of Communications in their absence). Do not respond without written approval.

Personal use of social media

As with professional accounts, on personal social media staff must not use social media to post "inappropriate content" (see definition above for more details.)

In your own time

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity, and complies with this policy.

You must avoid making any social media communications that could damage The Centre's business interests or reputation, even indirectly.

This includes, but is not limited to, creating a security threat; sharing inappropriate and / or offensive content; using social media for criminal or illegal activities; broadcasting unsolicited views; and sharing confidential and sensitive information that could breach our 'GDPR.

Within work / within a work capacity

You must not use personal social media to make 'asks' to digital influencers or celebrity ambassadors on behalf of Blue Ocean Waves Centre. All 'asks' (including, but not limited to: campaign involvement, event attendance and social media support) are managed nationally or regionally. In all instances, liaise with the relevant Celebrity Ambassador Manager or Head of Youth Marketing and Advocacy.

An example could include asking a YouTuber with mass-market appeal to attend a local event without consulting the relevant colleagues who can strategically advise the right approach to ensure the opportunity is optimised to benefit the wider organisation.

If you are active on social media and wish to promote the work of The Centre, you are encouraged to engage with official Blue Ocean Waves Centre social media accounts by sharing and contributing to campaigns.

Personal websites, social media accounts, podcasts, blogs and vlogs should always be clearly marked as such and it should be made clear that they do not reflect the views of Blue Ocean Waves Centre. All personal accounts or pages which reference Blue Ocean Waves Centre in any way should carry a disclaimer such as 'All views are my own'. For blogs and websites, the following line should be used 'The views expressed on this [blog; website] are my own and do not necessarily reflect the views of Blue Ocean Waves Centre'. To support this, personal account handles / usernames should not use the term 'Blue Ocean Waves Centre' which could harm our reputation.

Confidentiality and neutrality

Confidential and personal information which you have access to as part of your employment, including intellectual and copyrighted property and details of Trust programmes or projects must not be discussed on personal social media channels. Please use sound judgement when determining what is suitable for public consumption.

For example, congratulating a Team programme for completing a celebration day is suitable to share online (providing personal data of the young people involved is not shared i.e., full names). But, under no circumstances should budget discussions be shared in the public domain – this is confidential information.

Your personal use of websites, social media accounts, podcasts, blogs, and vlogs must be tempered by an awareness of the potential conflicts that may arise. For example, staff showcasing their affiliation to Blue Ocean Waves Centre should be careful to maintain political neutrality in line with The Centre's wider policy. This neutrality includes, but is not limited to, national and local government activity and votes of any kinds i.e., contests, competitions and polls.

Consent

Caution is advised when publishing any content featuring young people who are taking part in B activities. Photographs, videos, or any images of young people under 18 years of age should never be published on personal social media accounts. Photographs, videos or any images of young people over 18 years of age should not be published on personal social media channels without their express permission and signed publicity consent.

Online contact with young people

Staff who use their personal social media accounts to promote the work of Blue Ocean Waves Centre should ensure their content is accurate and appropriate and must keep engagement with the Centre's young people over the age of 18 on their personal social media accounts to a minimum, in a strictly professional capacity – always ensuring permission has been secured and a signed publicity consent form is in place. There should be no engagement with Blue Ocean Waves Centre's young people under the age of 18 of any kind on personal social media channels and private messaging is not permitted.

Being in a position of trust, and working with vulnerable young people, it is important to keep professional online content as public as possible in line with our 'Safeguarding Policy' and organizational values. See the 'Social Media Guidance' note for more details.

Any disclosure of abuse should be dealt with in the same way as face-to-face disclosure using the guidance from The Trust's 'Safeguarding Policy.'

Should internal or external feedback or complaints be raised, you will be required to meet with your line manager and potentially the Senior Head of Digital Marketing – and advice may be sought from People & Learning.

Advocacy

Everyone Social, is permitted and encouraged – enabling you to share content across your suite of social media channels at the touch of a button based on your interests.

Monitoring

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including (but not limited to) social media postings and activities. This is to ensure that our rules are being complied with and for legitimate business purposes, and you consent to such monitoring by your use of such resources and systems.