Tandem Trekkers Social Media Policy

(Reviewed 08/03/2020)

What is Social Media?

Social media is a range of online platforms and applications that enable users to create and share content whilst participating in social networking. The widespread availability and use of social media applications provide opportunities for Tandem Trekkers to understand, engage and communicate with our members in new ways. We need to be able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our service users and partners, our legal responsibilities and reputation.

The purpose of this policy is to ensure:

* That Tandem Trekkers is not exposed to legal risks
* That the reputation of Tandem Trekkers is not adversely affected
* That our users can clearly distinguish that the information posted is from a trusted representative of Tandem Trekkers.

Scope

The policy covers the use of social media applications by Tandem Trekkers trustees. The requirements of the policy apply to all uses of social media platforms that are used for ANY Tandem Trekkers related purposes. The term ‘representative’ used in this policy refers to all Tandem Trekkers social media usage by trustees.

Reasons why Tandem Trekkers would engage with Social media

* To provide updates on our organisation.
* To promote our services and provision.
* To inform our client base with information that is deemed relevant and timely.
* To reach out to and engage with new potential service users.
* To forge links with corporate business, other third sector organisations and relevant governing bodies in order to grow our organisation and increase our funding potential.

Our Rules for the use of Social Media.

* The social media will only be run by trustees who have the authority to do so, as agreed by the Board of Trustees.
* Only the permitted Trustees will have knowledge of or access to social media associated passwords and login details.
* The social media accounts will not be used for personal communications.
* The social media accounts will be checked daily but cannot be monitored 24/7.
* Tandem Trekkers is not responsible for inaccuracies in media shared with third parties.
* The social media accounts will not be used by Tandem Trekkers to solve disputes. Any person expressing an issue or concern will be prompted to contact organisational staff directly.
* The social media accounts may be used to share relevant information from third party organisations or individuals.
* Tandem Trekkers will get the relevant permissions before sharing pieces of work or media attributed to an individual, with acknowledgements given.
* To promote our services and provision Tandem Trekkers may quote from feedback received from clients, volunteers or staff, but only if prior permission has been sought
* Tandem Trekkers reserves the right to remove any social media post or tag that may be inappropriate, derogatory or offensive. This is in line with Tandem Trekkers’ inclusive and progressive values and ethos.
* Persons should contact Tandem Trekkers directly should they wish a social media post or reference to themselves or an immediate family member be deleted.

Responsibilities of individuals using Tandem Trekkers social media accounts

* Making sure Tandem Trekkers trustees use social media safely, appropriately and in line with the Charity’s purposes.
* Ensuring they are responsible for proactively monitoring for social media security threats.
* Ensuring social media requests are followed up in a timely fashion.

Advice

* **Recognise Tandem Trekkers social media audience –** understand your audience and the point you are trying to get across.
* **If unsure do not post –** if you do not understand a certain point or matter do not post it; consult the Board of Trustees
* **Always be respectful and accurate –**volunteers should embrace the same respect as if it were face to face or over the phone.
* **Avoid escalation on social media –** avoid conflict escalation with anyone over any matter.

Terms of use

All Tandem Trekkers representatives should bear in mind that information shared through social media, even if they are on private space, is still subject to copyright, Freedom of Information legislation and Safeguarding Vulnerable Groups Act 2006.

Tandem Trekkers representatives must ensure that they are not using Tandem Trekkers social media to promote their own interests, campaigns or political matters. Even if representatives are confident that Tandem Trekkers would support these ideals or interests please check.

Where individuals from Partner organisations are acting on behalf of Tandem Trekkers, they will also be expected to be shown this policy and formally agree to complying with it.