

PORTISHEAD YOUTH & COMMUNITY CENTRE

SOCIAL MEDIA POLICY

Introduction

Social media are essential to the success of communicating Portishead Youth and Community Centre'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 our business. Examples of social media include Facebook, X (formerly known as Twitter), LinkedIn and Instagram.

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to Portishead Youth and Community Centre's work. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain. Everyone is required to observe the standards outlined in this policy.

This policy applies to content posted on both a Portishead Youth and Community Centre device and a personal one, if it involves Youth Centre business, or a personal comment/opinion about the Centre. It is important for all involved in the Youth Centre that the reputation of the Centre remains high, and that no careless comments drag the Centre and Charity into legal issues.

Publishing, monitoring and management of the Centre's social media channels.

The Head of Centre is responsible for this. No other staff member, volunteer or Trustee may post content on Portishead Youth and Community Centre's social media channels without specific permission from the Head of Centre. Any queries about the use of these channels should be directed (in writing) to the Head of Centre.

Current media in use are:

Facebook: 'Kimberley Jones' Youth Worker profile

Facebook: Portishead Youth and Community Centre business page

Facebook: Softplay and Sticky Fingers at Portishead Youth & Community Centre

Facebook: PYC Music and Recording Studio

Instagram: portisheadyouthcentrek

These pages are used to post information about trips, activities, projects and other general business activities related to our groups and commercial activities.

Guidelines/Standards

A Standards expected of all users of social media whether on Centre accounts or personal accounts.

1. Staff have a duty to protect the reputation of Portishead Youth and Community Centre in any material that they post, and to avoid any legal issues for the Centre or the Charity.
2. Never repeat any information which is confidential to the Centre, or release any information before the planned date/time.

3. Never post content, including images, which could be considered as discriminatory against, or bullying or harassment of, any individual. Nor should it have links to such material. Online sexual harassment will not be tolerated.

4. PORTISHEAD YOUTH AND COMMUNITY CENTRE 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 Portishead Youth and Community Centre, staff are expected to hold Portishead Youth and Community Centre's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Portishead Youth and Community Centre, and understand and avoid potential conflicts of interest

5. Never use Portishead Youth and Community Centre's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Head of Centre.

6. Express your opinions and deal with differences of opinion respectfully. Do not insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. You should not write any comments which are damaging to a person's/group's reputation (libel). Be polite and the first to correct your own mistakes.

7. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images and obtain written parent/guardian consent for use of images of children and young people under the age of 18.

B Using Portishead Youth and Community Centre's social media channels — appropriate conduct:

1. Social media accounts are live and accessible to authorised staff members throughout the day and evening to reply to enquiries and post information for the benefit of our followers.

2. Staff should ensure they reflect Portishead Youth and Community Centre values in what they post and use our tone of voice. (See Appendix A for these values)

3. Make sure that all social media content has a purpose and a benefit for Portishead Youth and Community Centre, and accurately reflects Portishead Youth and Community Centre's agreed position.

4. Bring value to our audience(s). Answer their questions, help and engage with them

5. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

6. If organisations or individuals external to Portishead Youth and Community Centre wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Head of Centre about this.

7. Staff should not post content about supporters or service users without their express written 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 Portishead Youth and Community Centre.

8. 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 and the use of Artificial Intelligence in any information.

9. Be honest. Say what you know to be true or have a useful source for. If you have made a mistake, do not be afraid to admit it.

10. Staff should refrain from offering subjective opinions via Portishead Youth and Community Centre's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Portishead Youth and Community Centre's position on a particular issue, please speak to the Head of Centre.

13. It is vital that Portishead Youth and Community Centre 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 in writing 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 Portishead Youth and Community Centre. This could confuse messaging and brand awareness. By having official social media accounts in place, we can ensure consistency.

16. If a complaint is made on Portishead Youth and Community Centre's social media channels, staff should seek advice from the Head of Centre before responding. If he/she is not available, then staff should speak to the Administration Manager.

17. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk severe damage to the Centre's or the charity's reputation. This could include users expressing their grievances about Portishead Youth and Community Centre through a social media post rather than speaking directly to staff. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

Our social media spaces are monitored regularly for mentions of Portishead Youth and Community Centre 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, please inform the Head of Centre and send a link to the page/comment for further investigation.

C 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. Portishead Youth and Community Centre staff are expected to behave appropriately, and in ways that are consistent with Portishead Youth and Community Centre's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive Portishead Youth and Community Centre. You must make it clear when you are speaking for yourself and not on behalf of Portishead Youth and Community Centre. If you are using your personal social media accounts to promote and talk about Portishead Youth and Community Centre's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Portishead Youth and Community Centre's positions, policies or opinions."

2. Staff who have a personal blog or website which indicates in any way that they work at Portishead Youth and Community Centre should discuss any potential conflicts of interest with their line manager and the Head of Centre. Similarly, staff who want to start blogging and wish to say that they work for Portishead Youth and Community Centre should discuss any potential conflicts.

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 Portishead Youth and Community Centre's view.

4. Use common sense and good judgement. Be aware of your association with Portishead Youth and Community Centre and ensure your profile and related content is consistent with how you wish to present yourself to others who know you from your work at Portishead Youth and Community Centre. Never repeat any information which is confidential to the Centre.

5. If a staff member is contacted by the press about their social media posts that relate to Portishead Youth and Community Centre, they should refer them to the Head of Centre.

6. Always protect yourself and Portishead Youth and Community Centre. Be careful with your privacy online and be cautious when sharing personal information.

D Other Guidelines

Use of social media in the recruitment process

Recruitment of specific roles can be advertised on Portishead Youth and Community Centre's social media platforms in order to widen the range of potential applicants

After shortlisting, an online search will be made for each candidate, as recommended by the government document "Keeping Children Safe in Education 2022". Any information which suggests that the candidate could be unsuitable for

employment by either i) being unqualified for the role ii) posing a possible safeguarding risk iii) posing a risk of damaging the reputation of Portishead Youth and Community Centre, will be recorded. The candidate will have the opportunity to explain the information in any interview and will have access to the information recorded by GDPR rules. No personal information will be recorded, thus ensuring that a candidate's protected characteristics such as religious beliefs or sexual orientation will not play a part in any recruitment decision.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the Youth Engagement Worker or Head of Centre immediately.

Under 18s and vulnerable people

When communicating with young people known to be under 18-years-old via social media, staff should ensure the online relationship with Portishead Youth and Community Centre 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. In line with the Centre's Child Protection Policy, video calling of young people will only be undertaken by the individual's mentor, whose engagement on a 1:1 basis has been approved in writing by the individual's parent/guardian.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Breaches of policy may incur disciplinary action, depending on the severity of the issue. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Head of Centre.

Reviewed November 2024

 Recoverable Signature

X J Power

John Power

Chair of Trustees

Signed by: 4073e327-a497-46f6-b601-877797b5f9c5

 Recoverable Signature

X K Jones

Kimberley Jones

Head of Centre and Youth Provision

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Appendix A Portishead Youth and Community Centre Values:

Our Values:

- Our foundation is a strong, **reliable team ethic** where mutual **accountability** is vital
- We adopt a **professional and positive attitude** in all that we do
- We strive to create a **happy place** for all
- We are always **welcoming & polite**
- We treat each other with **mutual respect**

- **Safeguarding** our young people, customers, staff and volunteers is of paramount importance and underpins our values and everything that we do