

Social Media Policy	
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Division	Chief Executive's Office
For use by	All staff, trustees and volunteers, consultants, contractors, and agencies working on our behalf
Purpose	Encourage good practice; to establish clear guiding principles, cultivate an environment where use of social media contributes to Age UK Norfolk
Version	1
Revision number	1.4
Approval Date	Q1 2022/23
Review Date	Q1 2025/26

1. Introduction

1.1 This policy deals with the use of all forms of social media, including but not limited to, Facebook, LinkedIn, Twitter, Instagram, and all other social networking sites. It also applied to all other public internet postings, including blogs.

1.2 This policy applies to the use of social media for both Age UK Norfolk and personal purposes, whether during working hours or otherwise. The policy applies regardless of whether the social media is accessed using the Age UK Norfolk equipment or equipment belonging to members of staff or volunteers.

1.3 The purpose of this policy is to encourage good practice; to establish clear guiding principles, to cultivate an environment where the use of social media contributes to the promotion of Age UK Norfolk and our mission.

2. Policy Statement

Age UK Norfolk encourages the use of social media to promote the work we undertake. Age UK Norfolk have official Social Media accounts for all of the main platforms, and we encourage staff and volunteers to engage in these posts, show interest in each other's work and use these channels to raise awareness of the work we undertake.

Social media is also recognised as a great way to raise funds for the organisation and allow engagement from service users on their experiences of our service. We will actively support service users to engage via our Digital Inclusion services.

3. Who this policy applies to.

This policy is applicable to trustees, staff, volunteers and consultants and agencies acting on our behalf.

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

4. General Guidelines in Work-Related Social Media Usage

4.1 Employee work-place responsibilities

Social media use should not interfere with staff responsibilities in the workplace. Use of social media for business purposes is permitted subject to specific authorisation

4.2 Authorised Staff

Authorised staff will promote items using the official accounts of Age UK Norfolk and all staff and volunteers are encouraged to engage in these posts.

4.3 Content Approval and Use – Formal Age UK Norfolk accounts

Prior written approval must be sought from the Chief Executive before creating an Age UK Norfolk social media account.

It is your responsibility to ensure proper resource citations and copyright laws are always upheld.

5. General Guidelines in Personal Social Media Usage

5.1 Protect yourself

Authorised members of staff must ensure that they configure the privacy settings on their social media profile to aptly satisfy their privacy requirements.

This is good practice for all stakeholders using social media on a personal basis.

Remember whatever you say online can be made public.

5.2 Disclose your affiliation

Unless you are authorised to speak on behalf of Age UK Norfolk, you must disclose your affiliation to Age UK Norfolk if you are talking about the charity and work-related matters

which are within your area of job responsibility. You should identify yourself with your name, and when relevant, your role.

5.3 State that it's YOUR opinion

When discussing Age UK Norfolk and related issues, unless authorised to speak on behalf of Age UK Norfolk, you must display clear disclaimers that the views expressed are your own personal views, they are expressed on your own accord and do not represent the views of Age UK Norfolk. You can use a disclaimer like

"The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Age UK Norfolk".

Be courteous and respectful of others.

Always write in the first person and don't use your Age UK Norfolk email address for private communications. And please consider that even anonymous postings can be traced back to the charity.

Unless specifically permitted by an authorised member of staff you will not be expected to reply on behalf of Age UK Norfolk outside of normal working hours Mon-Fri 9am- 5pm.

5.4 Act responsibly and ethically

Practice proper conduct and decorum when interacting with other social media users.

Age UK Norfolk will not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognised protected basis under law or regulations). Any member of staff who engages in abusive or discriminatory conduct towards others on social media may face disciplinary action.

When participating in online communities, do not misrepresent yourself.

5.5 Respect copyright and trademark regulations

You must not do anything to jeopardise the intellectual property of Age UK Norfolk through the use of social media.

You must avoid misappropriating or infringing the intellectual property of other organisations and individuals, which could create liability for you and for Age UK Norfolk.

You must not use any logos, brand names or other images that are trademarked by Age UK Norfolk.

Anything that belongs to someone else please let them post their own content unless you have their approval– in which case you should mention them.

To protect yourself and Age UK Norfolk against liability for copyright infringement, you should reference sources of any particular information you post and cite them accurately.

5.6 Strictly comply with confidentiality policies

Never disclose non-public and confidential information about Age UK Norfolk, its staff, volunteers, and most importantly its service users. This also includes:

- Non-public financial or operational information (including strategies and forecasts).
- Legal Information (including issues and cases).

5.7 Protect Age UK Norfolk and Yourself

Think before you share. If in doubt, do not post.

Any misuse of social media relating to Age UK Norfolk may lead to disciplinary action. Any questions regarding the content of this policy should be directed to the Chief Executive.

6. Training

All staff and volunteers are expected to implement this policy. Any member of staff or volunteer that is unsure of their responsibilities with regard to this policy should alert their line manager who will ensure they are fully appraised on the policy and its implementation.

7. Review

This policy will be reviewed every 3 years.

8.0 Document Control

Version	Revision	Action	Author	Date
1	1.4	Brought up to date and changed to be more encouraging of social media use		
1	1.3	Revised to include comments from the Governance Sub-committee meeting held on 15/01/19 and the Board of Trustees meeting on 21/02/19.	HM	June 2019
1	1.2	Revised to include comment from the Governance Sub-Committee meeting held on 20/02/18 and agreed at the Board of Trustees Meeting on 22/03/18	HM	March 2018
1	1.1	Reviewed and revised July 2016.	NG	July 2016