Registered charity no. 1193997

Social Media and Communications Channels Policy

Scope of the policy

This policy deals with the use of all forms of social media (including social networking) and communications channels such as Facebook, LinkedIn, Twitter, Instagram, WhatsApp, Wikipedia, all other social networking sites and all other internet postings, including blogs.

Communities can make the world a better place — we know this because we see it happen every day through the work of foodbank.community volunteers. We understand that today's communities do not only exist in the physical world, but also online, and we recognise the wide reaching effects online communities can have, both positive and negative. This policy gives guidance on our expectations regarding social media use whilst you volunteer for foodbank.community and therefore represent the charity. It encourages all volunteers to use social media responsibly. All volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it.

Policy

- It is not in the spirit of the aims of foodbank.community to post any negative, disparaging or defamatory statements about the charity, its trustees, volunteers, business or any third parties it deals with. This includes comments implying or directly naming any of the former.
- No information may be posted that would breach any other policy, particularly with regards to data protection, equal opportunities, confidentiality, harassment, etc.
- Volunteers are not permitted to add business contacts made during the course of volunteering to personal social networking sites.

Breaches of the policy

- Anyone who identifies comments or actions that are in breach of this policy should report their concerns to the trustees of foodbank.community directly via WhatsApp or via trustees@foodbank.community. If possible, evidence of the breach should be acquired (for example, a screenshot of a negative post).
- Serious breaches of this policy, for example, incidents of bullying, aggressive language or social media activity causing damage to the reputation of foodbank.community, its volunteers or affiliates, may constitute gross misconduct and may lead to action such as the termination of a volunteer's role with the charity.

Ownership of social media pages

Any social media channel that has been set up in foodbank.community's name and includes foodbank.community branding is owned by foodbank.community and foodbank.community's trustees will have the overall decision on how that page is managed and maintained. Volunteers should not share the passwords of social media

accounts or give access to other volunteers. This is to ensure that people have the right level of access and to help us monitor the accounts.

WhatsApp groups

WhatsApp is the main communication channel used by foodbank.community to communicate with its volunteers, but volunteers should be aware that:

- You are under no obligation to join a WhatsApp group and you can leave the group at any time. There is also a mute option so you can turn off notifications.
- Other members of the group will be able to see your name and phone number and any messages that you send. You can look in the WhatsApp privacy setting to choose what other information people can/cannot see (such as your photograph).
- All WhatsApp groups should have 3–4 admins, with the majority of the admins being trustees of foodbank.community.
- The groups are only to be used to share information in relation to foodbank.community's projects and operation.
- Personal details or information should not be shared within these groups and guests should never be added to the groups.

If you have any concerns about the content that is being shared, please contact your coordinator directly via WhatsApp or the trustees of foodbank.community via trustees@foodbank.community.

Common sense usage of social media

The following is some general advice and common sense guidelines for using social media sites:

- Avoid comments that could be misconstrued in a way, that could cause damage to the charity, distress to anyone associated with the charity or damage the charity/person, even indirectly.
- Look at the privacy settings for your social media accounts to ensure you know exactly what people can see from your social media accounts.
- Never post personal details such the home addresses of yourself or fellow volunteers. You should be mindful of possible GDPR (General Data Protection Regulation) issues.
- Make it clear in postings that you are speaking on your own behalf (unless your volunteering role for foodbank.community is to manage the charity's social media).
- Write in the first person and use a personal email (unless your volunteering role for foodbank.community is to manage the charity's social media).
- Remember that you are personally responsible for what you communicate on social media. Remember that what you publish could be available to be read by the masses (including the charity itself, your future employers and social acquaintances) for a long time. Also keep in mind that some employers use 'social auditors' to check the content of social media sites to establish if you are suitable for employment.
- If you disclose your affiliation as a volunteer of foodbank.community, you must state that your views do not necessarily represent those of the charity (unless your volunteering role for foodbank.community is to manage the charity's social media). You should also ensure that your profile and any content that you post are consistent with the professional image you present to other volunteers and our partner organisations.

- Avoid posting comments about sensitive topics relating to the work of the charity.
- If you have made a mistake, be upfront about it. Admit and correct the mistake. If you correct an earlier post in a blog do so visibly, for example, by using the strikethrough function and adding a paragraph that explains the update at the end. Example: "Update, 30 June 2022: My team saved 500 tons of surplus food — not 5,000 tons as I wrote previously."
- If in doubt, don't post a comment. If you are writing a post and are not sure if it could cause offence, it is highly likely that it will be misunderstood by readers. Let it sit for a few more hours or a day and think again whether this is what you want to say. If it still makes you feel uncomfortable and it is related to foodbank.community, ask a coordinator or trustee for advice directly via WhatsApp or via trustees@foodbank.community.

Posting photos or videos of your volunteering

Posting images or videos of your volunteering is a great way to show the world what you do and how you are making an impact in your local community. However, all volunteers are expected to do the following when posting images:

- Always ask for consent to take photos of fellow volunteers and get their consent before posting any images.
- Live streaming can be a great way to engage with audiences, but you can easily make a mistake or accidently film something you shouldn't. We would rather you film a video instead, so you can check and edit the content before uploading.
- Volunteering looks great to potential employers, so why not add it to the 'volunteer experience' section on your LinkedIn profile and remember to include it on your CV.

Policy reviewed:	**January 2023**
Next review date:	**January 2024**