**Active Norfolk**

**Social Networking Policy**

**February 2016**

**Overview**

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a public-facing organisation, Active Norfolk recognises the benefits of social media as an important tool of engagement, to communicate with and market promotions to our customers and partners.

It is important that the reputation of Active Norfolk, as well as its partners, is not tarnished in any way by anyone using social media tools inappropriately, particularly in relation to any content that directly references Active Norfolk.

When someone clearly identifies their association with Active Norfolk, or can easily be associated with Active Norfolk through their employment, in this type of open forum, they are expected to behave and express themselves appropriately and in a manner that is consistent with Active Norfolk’s Safeguarding Policy.

The purpose of this social media policy is to provide some guiding principles for employees of Active Norfolk to follow when using social media. This policy does not apply to the personal use of social media platforms by Active Norfolk staff where no reference is made to Active Norfolk or any associated partners or projects within posts or material posted.

**Scope**

This policy applies to all employees of Active Norfolk, casual, part-time and full-time.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

* Maintaining a profile page on social or business networking sites (such as LinkedIn,  
  Facebook, Twitter, etc)
* Content sharing including using sites such as Flickr (photo sharing) and YouTube (video sharing)
* Commenting on blogs for personal or business reasons
* Leaving product or service reviews on retailer sites or customer review sites.
* Taking part in online votes and polls
* Taking part in conversations on public and private web forums
* Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect employees, partners or customers of Active Norfolk as an organisation and the reputation of both the organisation and partners associated therewith.

**Guiding Principles**

The web is not anonymous. Due to the unique nature of Active Norfolk as an organisation, the boundaries between personal and professional profiles and any associated opinions and comments can often be blurred. As such, it is essential that Active Norfolk staff clearly acknowledge this ambiguity when posting anything online and consider at all times their connection to Active Norfolk and, as such, their role as a representative of the organisation.

When using the internet for professional or personal pursuits, all Active Norfolk staff must respect the brands of the organisation, its staff and our partners, following the guidelines in place to ensure that the intellectual property of both Active Norfolk and our partners is not compromised and the organisation is not brought into disrepute.

**Usage**

For all Active Norfolk staff using social media, such use:

* Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames
* Must not comment on, or publish information that is confidential in any way
* Must not bring Active Norfolk or any partners into disrepute
* Must not be directly linked with any individuals aged 18 or below from a personal social networking account
* Must not otherwise be in breach of the Active Norfolk Child Protection Policy or Code of Conduct.

**Official Active Norfolk Social Networking Platforms**

When creating a new website, social networking page or forum that is in any way or can in any way be judged to be associated with Active Norfolk, care should be taken to ensure the appropriate person is given permission to create the page, account or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the permission of the child’s parents and/or guardian.

For official Active Norfolk Social Networking Platforms:

* Posts must not contain, nor link to, pornographic or indecent content
* Some hosted sites may sell the right to advertise on their sites through “pop up” content, which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled.
* Active Norfolk employees must not use official Active Norfolk pages to promote personal projects.
* All materials published or used must respect the copyright of third parties.

**Consideration Towards Others When Using Social Networking Sites**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Active Norfolk staff must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private Active Norfolk functions will not appear publicly or on the internet. In certain situations, Active Norfolk staff could potentially breach the Privacy Act or inadvertently make Active Norfolk liable for breach of copyright.

Active Norfolk staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive comments be made about Active Norfolk, its staff or any partners.

**Breach of Policy**

Active Norfolk will continually monitor online activity in relation to the organisation. Detected breaches of this policy should be reported to Active Norfolk via the organisations Lead Child Protection Officer.

If detected, a breach of this policy may result in disciplinary action from Active Norfolk under the Active Norfolk disciplinary procedures. A breach of this policy may also amount to breaches of other Active Norfolk documents and policies. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of employment or engagement with Active Norfolk.

**Consultation or Advice**

This policy has been developed to provide guidance for Active Norfolk staff in a new area of social interaction. Active Norfolk staff who are unsure of their rights, liabilities or actions online should contact the organisations Lead Child Protection Officer Ian Grange.

Useful contacts:

* Active Norfolk Lead Child Protection Officer, Ian Grange, Tel: 01603 731568. Email ian.grange@activenorfolk.org
* Child Protection & Safeguarding section of Active Norfolk’s website -www.activenorfolk.org/child-protection
* NSPCC Child Protection 24-Hour Helpline 0808 800 5000
* Child Protection Sport Unit (CPSU) 0116 234 7278 / 7280
* Or by going direct to the Police and/or Social Services

External referrals can be made to the Local Authority Designated Officer **(LADO) by telephone:   
01603 223473**