

Social Media Policy

Overview

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

When someone is associated with Active Norfolk through their employment or collaboration 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 brand guidelines and safeguarding policy.

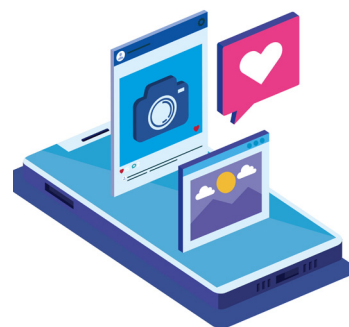
The purpose of this social media policy is to provide some guiding principles for employees and partners of Active Norfolk to follow when using social media. This policy does not apply to the personal use of social media platforms where no reference is made to Active Norfolk or any associated partners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

Scope

This policy applies to all employees of Active Norfolk, casual, part-time and full-time. It also applies to partners and stakeholders when working in collaboration on a campaign or project.

This policy covers all forms of social media. For the avoidance of doubt, this includes comments made through personal and business profiles, activity on any public forums, leaving service reviews, any videos posted and taking part in online surveys.

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.



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 and partners 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 and partners must respect 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, or any partners, stakeholders or collaborators on a project which involves or is led by Active Norfolk, 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 or projects into disrepute. This includes mention of the Big Norfolk Holiday Fun programme and the Every Move activity finder
- 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 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 consent from their parent/guardian. All images should abide by our data protection policy.

For Active Norfolk or Every Move social networking platforms, staff must stick to the code of conduct when posting. This includes:

- Always abide by the appropriate brand guidelines when considering content, imagery used and tone of voice
- Only link to safe and secure external sites when posting referral links
- All materials published or used must respect the copyright of third parties.

Consideration Towards Others When Using Social Networking Sites

Active Norfolk staff and partners must recognise that it may not always be appropriate to share photographs, videos and comments on social media. Staff should be considerate to others in such circumstances and should not post information when consent has not been sought and given.

Information about another person should they be asked to do so. This includes the use of any photographs already in circulation.

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 organisation's Strategic Communications Officer.

If detected, a breach of this policy may result in action being taken. A breach of this policy may also amount to breaches of other Active Norfolk documents and policies. Resultant action may involve a verbal or written warning or, in more serious or repeat cases, termination of employment or engagement with Active Norfolk products and services.

Consultation or Advice

This policy has been developed to provide guidance for Active Norfolk staff and partners in a new area of social interaction. Active Norfolk staff or partners who are unsure of their rights, liabilities or actions online should contact the organisation's Strategic Communications Officer, Caitlin Avery.

Useful contacts:

- Active Norfolk Strategic Communications Officer, Caitlin Avery:
caitlin.avery@activenorfolk.org
- Active Norfolk Lead Safeguarding Officer, Aaron Roberts:
aaron.roberts@activenorfolk.org
- Safeguarding section of Active Norfolk's website:
www.activenorfolk.org/safeguarding
- NSPCC Child Protection 24-Hour Helpline: 0808 800 5000
- Child Protection Sport Unit (CPSU): 0116 234 7278
- Or by going direct to the Police and/or Social Services