

FRC006

CHALLENGERS SOCIAL MEDIA POLICY

		Date	Amended by:
Issue	1	November 2017	Sophie Colwell
Issue	2	December 2018	Sophie Colwell
Issue	3	February 2019	Sophie Colwell
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The term Social Media refers to a number of websites and internet media resources which enable users to share information, opinions and social exchanges. They are normally free to use, are unregulated except by the users themselves, and can be used or looked at by anyone with internet access, anywhere in the world. Examples of social media are blogs, social networking sites – such as Facebook, podcasts, message boards and chatrooms.

Official Spokespeople for Challengers

- Laura Sercombe – CEO
- Sophie Colwell – Head of Communications
- David Clinton – Chairman
- Rob Pickles – Trustee and Chair of Communications Committee
- Gail Bedding – Parent Trustee and Ambassadors

Personal use for All Employees

We recognise that employees will use these media outside work, and they can be usefully used within work to make business contacts, exchange ideas and views about products and issues, and improve customer service.

If you have access to these media at work, you may make incidental personal use of them in your break times. You may only access social media during working hours with the permission of your Line Manager for work purposes.

Because of the global nature of the media and its potential, some rules need to be devised to ensure it is used safely and effectively.

What you do should do

- **Disclose your Affiliation:** If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with Challengers.
- **State That It's YOUR Opinion:** When commenting on the business. Unless authorised to speak on behalf of Challengers, you must state that the views expressed are your own. Spokespeople for Challengers are detailed at the top of this policy.
- **Protect Yourself:** Be careful about what personal information you share online.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself.
- **Honour the Challengers Approach:** Challengers will not tolerate discrimination of any kind and does not expect the charity to be brought into disrepute.
- **Use common sense.** Apply your judgment and exercise discretion. Respect your audience as you cannot know who is reading your posts. Do not make any derogatory personal comments or offensive remarks on social media websites. Be mindful that anything you publish is instantly available worldwide and for a long time in the future. It cannot be retracted and you are personally responsible for it.
- **Be wary of any potential issues concerning information exchanged,** such as defamation, breach of privacy and copyright, and comply with the law at all times.

What you mustn't do

- Disclose any information which is commercially sensitive, private or copyrighted (see rules on confidentiality in staff handbook).
- Disclose any information about families, ex -families or prospect families associated with Challengers.
- Befriend or accept requests on any social networking sites from children or young people who use Challengers. Please refer to the Challengers Safeguarding policy for more information about communication with children and young people.

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- Disclose any information about staff at Challengers
- Disclose non-public financial or operational information. If it's not already public information, it's not your job to make it so.
- Basically, if you find yourself wondering if you can talk about something you learned at work - don't.
- **Remember: protect the brand, protect the families and protect yourself.**

For Challengers official accounts

Authorised users

- Janina Zender – Day to day Manager
- Sophie Colwell – Final Decisions
- Max Raymond
- Hannah Woollven

Purpose of Challengers social media accounts

Each account may be used for a different purpose which are in line with the organisations objectives. For example accounts may be used for;

- Responding to enquiries and requests for help
- Sharing information created by Challengers.
- Sharing interesting information related to the organisation and sector
- Providing an insight in to the organisation and how it operates
- Promoting marketing campaigns and events
- Supporting fundraising initiatives

For a full breakdown of what each channel should be used for please refer to the social media plan – please note this plan is updated in January and July each year.

When responding on to comments always consider the below points. For a full guide on responding on social media please go to the Social Media Response Guide – this is an active document that is regularly updated.

- Always thank people for commenting
- Be sure to respond within 1 hour – in certain situations such as booking periods response should be as immediate as possible.
- Consider your response carefully – do not make promises you cannot keep and do not give inaccurate information.
- Don't be rude – be kind, courteous and apologise where needed
- Encourage a private message/email conversation where appropriate

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When posting

- Is the content appropriate – always review anything you are sharing carefully.
- If you are unsure do not post it – seek guidance from the Social Media Manager
- Always refer to the guidelines and the plan when scheduling posts for social channels.

Creating new social media accounts

- New social media accounts in the Challengers name must not be created unless approved by the Social Media Manager.
- Challengers operate a social media presence in line with a strategy that focusses on the most appropriate social networks and available resources.

Security

- Users need to be vigilant and aware of phishing scams by keeping up to date with the latest information on tackling these.
- If suspicious content is detected the Social Media Manager should be alerted immediately and a plan made to shut it down quickly and efficiently.
- Passwords for social media accounts should be changed on an annual basis

DOCUMENT CHANGE HISTORY				
Plan Version No.	Release Date	Summary of Changes	Section No./ Paragraph No.	Changes Made By

1	November 2017	First edition		Sophie Colwell
2	December 2018	Reviewed – no changes		Sophie Colwell
3	February 2019	Reviewed – no changes		Sophie Colwell
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