



## **SOCIAL MEDIA GUIDELINES**

Social media encourages conversations and the formation of collaborative relationships. CVA wants to embrace this by using a range of Social Media platforms including Twitter, Facebook and Instagram to:

1. publicise its delivery and
2. engage with stakeholders

This document wants to provide staff members and volunteers with some key guidelines when using these online tools and is to be read in conjunction with the latest CVA GDPR and Data Protection Policy:

1. CVA does not have a Communication officer responsible for Social Media and posting / re-posting on these platforms is a collective responsibility. All CVA staff members and volunteers can ask for log in details of Social Media accounts to the Head of Communities to contribute to posting and conversations online;
  2. Comments posted need to be in line with the organisational aims and objectives;
  3. Posts need to be standardised as much as possible through the use of professional language and content, appropriate tags (ex #Croydon #keepconnected) and mention of partner organisations (ex @yourcroydon).
  4. Posts can simply provide information (ex about upcoming events CVA is organising), circulate others' information or engage in conversations
  5. When circulating information from other accounts, we expect CVA employees/volunteers to choose posts that would directly benefit our membership (VS organisations / volunteers / active residents).
  6. When responding to other groups/individual's posts:
    - If the post is positive and the CVA employee/volunteer feels it will add to the conversation, we expect them to respond with thanks/positive comments or share further information
    - If the post is negative the CVA employee/volunteer has a range of further choices to make, which should be discussed with their line manager:
      - Is it spam which should be reported?
      - Is the author trying to taunt them into a response?
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- Does it contain inaccurate information about our organisation which can easily and politely be fixed with facts?
  - Is it from an unhappy supporter and can it be resolved on-line or does it need to be taken off-line to a phone call?
7. Employees and volunteers cannot use their personal accounts for work matters but can share/spread CVA information through them;
  8. Employees and volunteers are asked to refrain from making any comments or posts of a political nature when using the CVA Social Media accounts;
  9. Before creating any social media post that is likely to involve music, film or images, it is vital to make sure that volunteers/staff members have obtained appropriate permissions for re-use. This applies to both permission for media content use and permission from individuals too. Consider these scenarios:
    - a. Do I have copyright to include a film clip or music onto our organisation's Social Media page?
    - b. Do I have permission to upload an image of event participants? (see Permission poster to take pictures)
    - c. By posting a picture on-line of a person and tagging it with a location am I breaching any restrictions they are uncomfortable about?
    - d. Have I asked permission from parents or carers before posting pictures of children or vulnerable adults on-line? (see Consent form for photos)
  10. At all times an employee/volunteer should Be Professional, Responsible, Credible and Responsive;
  11. Remember that comments and postings made on-line could potentially be permanently visible to anyone.

Approved by CVA Board

..... Date .....

Name:

To be reviewed annually

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