



# Social Media Policy

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Approved by the Board on 21 March 2024

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## Introduction

The Board has agreed this Policy to provide guidance on using social media to promote the work of Caplor Horizons, including implications for personal use.

### **What are social media?**

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

### **Why do we use social media?**

Social media are essential to the success of communicating Caplor Horizons' work. It is important to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Caplor Horizons' work.

### **Why do we need a social media policy?**

The difference between a personal and professional opinion can be blurred on social media, particularly when discussing issues relating to Caplor Horizons' work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all Staff, Trustees and Advisors and applies to content posted on both a Caplor Horizons device and a personal device.

### **Setting out the social media policy**

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Caplor Horizons, and the use of social media in both professional and personal capacities. It sets out what Staff, Trustees and Advisors need to be aware of when interacting in these spaces and is designed to support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Detailed guidance for Staff is included in the Employee Handbook.

### **Point of contact for social media**

Our Co-Directors are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to a Co-Director. No one else should post content on Caplor Horizons' official channels without the permission of a Co-Director.

## Guidelines

### Using Caplor Horizons' social media channels — appropriate conduct

All Staff, Trustees and Advisors are responsible for the following:

- Being an ambassador for our brand and reflecting Caplor Horizons' values and tone of voice in what is posted.
- Following the guidelines for the protection of children, young people and vulnerable adults that have been presented above [or in the Safeguarding Policy if this is a separate Policy] under "Protection of Individuals and Personal Data".
- If communicating with children, young people and vulnerable adults, ensuring that they or an appropriate adult have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary.
- Removing and not posting content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Caplor Horizons social media channel or a personal account. For example:
  - Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
  - Posting images that are discriminatory or offensive or links to such content
- Checking facts and taking reasonable steps where necessary to seek verification, for example by checking data and statistics and being wary of photo manipulation.
- Abiding by the laws governing copyright. Not using or adapting someone else's images or written content without permission. Failing to acknowledge the source, author and resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.
- To avoid the need for registration under the 2014 Lobbying Act, there are limits on expenditure on campaigning activities in social media that might be seen as intending to influence people's votes. Messages of this kind should therefore be carefully controlled and recorded: content and the time taken by any paid Advisor or member of Staff.
- There should be no systematic or routine checking of candidates' online social media activities during a recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

### Use of personal social media accounts — appropriate conduct

This Policy is not intended to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Caplor Horizons' Staff, Trustees and Advisors are expected to behave appropriately, and in ways that are consistent with Caplor Horizons' values and policies, both online and in real life. They are responsible for the following:

- Being aware that any information made public could affect how people perceive Caplor Horizons. You should make it clear when you are speaking for yourself and not on behalf of

Caplor Horizons. If you are using your personal social media accounts to promote and talk about Caplor Horizons' work, you should use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Caplor Horizons' positions, policies or opinions."

- If you have a personal blog or website which indicates your connection with Caplor Horizons please discuss any potential conflicts of interest with a Co-Director.
- Caplor Horizons' logos or trademarks should not be used unless a Co-Director has approved doing so.
- Protecting yourself and the charity by being careful with your privacy online and being cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.
- Thinking about your reputation as well as the charity's. Expressing your opinions and dealing with differences of opinion respectfully, not insulting people or treating them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Being polite and the first to correct your own mistakes.
- We encourage Staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Caplor Horizons and the work we do. Where appropriate and using the guidelines within this policy, we encourage you to do this as it provides a human voice and raises our profile.