



Home-Start Mid & West Suffolk

Policy: Social networking policy and procedure

Policy Statement

Home-Start Mid & West Suffolk is committed to promoting and protecting the reputation of Home-Start and to ensuring that all those associated with Home-Start are treated with respect and confidentiality.

Procedures

- 1. Home-Start** Mid & West Suffolk's online presence include Home-Start Mid & West Suffolk – Website, Facebook, Twitter, Instagram and You Tube.

The trustees are responsible for:

- 1.1 Ensuring that Home-Start Mid & West Suffolk's online presence does not breach our confidentiality or equal opportunities policy and that the scheme's good reputation is maintained
- 1.2 Content is uploaded and approved by Angela Dennis the Scheme Business Manager who has overall responsibility to ensure any staff who have approval to upload information is carried out in a professional way. Approved staff include the Scheme Family Manager, Group Coordinators and Charity Shop Managers. Scheme Support Assistant. A list of approved persons is kept up to date and secure by the Scheme Business Manager
- 1.3 Privacy settings are set as agreed by the trustees and following guidance from Home-Start UK
- 1.4 Photographs are only uploaded with the consent of all those pictured
- 1.5 Regular checks that the social media content is appropriate and up to date are undertaken by Angela Dennis on a weekly basis.
- 1.6 The Home-Start corporate identity is used correctly and identifies the site by the scheme name and logo
- 1.7 Any complaints that may be brought up on the site are responded to at the earliest opportunity, taken to a private communication channel, and follow the scheme's complaints procedure

2. Trustees and staff

- 2.1 Trustees and staff ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Home-Start families if they discuss Home-Start in their personal blogs or on social networking accounts
- 2.2 Trustees and staff are encouraged to promote and celebrate Home-Start's successes and news in their personal blogs or on social network accounts, within the boundaries of confidentiality and respect, as above
- 2.3 Staff do not engage in personal social networking activities during work hours
- 2.4 Trustees and staff ensure that they do not bring Home-Start Mid & West Suffolk into disrepute by making inappropriate comments on their personal blogs or social media accounts
- 2.5 Home-Start staff will not add any current volunteer (active or resting) as a Facebook friend; in order to maintain the appropriate service boundaries. Current volunteers can follow Home-Start UK or Home-Start Mid & West Suffolk fan pages or Twitter accounts and share them.
- 2.6 Home-Start staff and trustees will not add any family referred to or supported by Home-Start as a Facebook friend. Current staff and trustees may follow Home-Start UK or Home-Start Mid & West Suffolk fan pages or Twitter accounts and share them.
- 2.7 Breaches of confidentiality or equal opportunity and diversity policies are treated seriously, and may be addressed through the scheme's disciplinary process
- 2.8 Trustees and staff will not use the Home-Start logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific Home-Start promotional/ 'supporter' badges or specific appeal emblems as approved and encouraged by Home-Start UK.
- 2.9 New trustees and staff receive this policy as part of their induction into Home-Start

3. Volunteers

- 3.1 Volunteers ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Home-Start families if they discuss Home-Start in their personal blogs or on social networking accounts
- 3.2 Volunteers are encouraged to promote and celebrate Home-Start's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect, as above

- 3.3 Volunteers do not add any Home-Start supported family as a Facebook friend during the period of their support by the scheme
- 3.4 Once support to a family has ended, the volunteer and family may choose to continue their relationships as friends and to meet and communicate through social networking sites. This is a private arrangement and outside the Home-Start service
- 3.5 Volunteers will not use the Home-Start logo or corporate identity materials on personal websites, blogs or social networking accounts
- 3.6 Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the scheme
- 3.7 New volunteers receive this policy as part of their induction into Home-Start

4. Previous links on social networks

4.1 Home-Start Mid & West Suffolk recognises that in the community it serves, families, volunteers, trustees and staff may have been friends or acquaintances prior to their involvement with Home-Start. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service boundaries and to protect the reputation of Home-Start and the confidentiality of those we work with.

Where staff, volunteers or families have existing Facebook/social networking friendships these may be maintained, but they should not at any time discuss or comment on any operational or confidential Home-Start matters on the network.

Date policy adopted: 25th April 2019

Signature of chair: C Read

To be reviewed as Scheme circumstances change or legislation requires