

Social Media Policy

What is Social Media

Social media is the use of web-based and mobile technology to create and exchange information between individuals, organisations and communities.

Purpose of the Social Media Policy

This social media policy will help you to communicate on social channels with confidence on behalf of First4Adoption. The policy should be read in conjunction with the brand guidelines that can be found here S:\First4Adoption\Branding\F4A brand guidelines 2015.

The policy applies to members of staff who are able to post to First4Adoption's social channels.

Social Media Channels

First4Adoption is on Twitter - @First4Adoption and Facebook. The purpose is to share updates and information with people interested in adoption, those who work within the adoption sector, stakeholders and the general public. This policy is relevant regardless of where the communication occurs - be it within Facebook or Twitter or a third party application posting to one of these channels. Hootsuite and Brandwatch are applications that are currently used for this, but where others are used (e.g. Wordpress and Google Plus) please be aware that this policy still applies.

There is a specific Facebook posting policy that advises all users of the First4Adoption Facebook page to be sensitive and respectful and discourages any language or images that may offend or upset other users. However, we cannot take responsibility for anything posted to us on Twitter or onto our Facebook page, or for interactions between other users on social media. Below is a link to the policy:

* https://www.facebook.com/First4Adoption/info?tab=page_info

It is also appended in full at the end of this document.

Securing our social media channels

All passwords are stored and encrypted with high level security in accordance with current IT policy. All new permission requests to post on behalf of First4Adoption are to be authorised in writing by the Head of Service. Similarly all requests to set up First4Adoption on other social networks are to be authorised in the same way.

When a person leaves First4Adoption their access to social media channels, both directly and via third party applications (eg Hootsuite and Brandwatch) will be immediately revoked to ensure that

they are not able to continue to post on behalf of the organisation. Access will be removed from **all** social channels in accordance with current practice on cessation of employee contract.

Code of conduct

- When representing First4Adoption's views please always be careful to protect the organisation's reputation
- Those who communicate via First4Adoption's social channels should be familiar with the terms of use for all relevant platforms
- Competitions, promotions and endorsements should adhere to the rules as set out by the relevant social network. Please familiarise yourself with them before getting started
- All entries should be true and facts checked for accuracy (including spell checking)
- Responses (where appropriate) should be made promptly
- Posts should be relevant and on-topic
- Mistakes should be acknowledged and corrected promptly – see below
- Posts by others should not be deleted unless they do not meet the requirements of this policy
- It is acceptable to delete your own post to correct information provided no one has liked it or commented on it
- Comments should not be deleted unless they do not meet the requirements of this policy.
- Private issues and topics should be kept separate from work issues and topics.

What to post

First4Adoption is the dedicated information service for people interested in adopting a child in England. Therefore, we encourage the use of social media to:

- give clear and impartial information about adoption
- promote lively and informative conversations about adoption
- put people in touch with adoption agencies in their area
- promote national events like the annual National Adoption Week
- help people keep abreast of government policy and developments relating to adoption
- promote local events and information sessions being held by adoption agencies and local authority adoption teams
- highlight fundraising events
- endorse the range of support services provided by first4Adoption to adoption professionals and stakeholders
- raise the profile of any other issue, event or topic that supports adopters and prospective adopters.

What to do about mistakes

Acknowledge the mistake immediately and apologise if appropriate. Quickly acknowledging your mistake allows you to control the conversation around it. Be open about how you are going to fix the problem if it is ongoing. State what steps you are taking to correct the mistake and reassure people that it will not happen again. These transparent actions will help people feel confident that mistakes are taken seriously and rectified quickly.

Feedback about First4Adoption

Team members with permission to publish on social media channels have a responsibility to be aware of comments or other posts which reflect on First4Adoption's services in a negative way.

Negative feedback or questions, whether or not they have a reasonable basis in fact, must be reported to the Communications and PR manager and the Head of Service within one working day of posting. It may then be appropriate for the Communications and PR manager to respond with a post.

On Twitter, we would not usually respond to someone who is tweeting negatively about First4Adoption where there seems to be no base in fact; this judgement should be made in consultation with the Communications and PR Manager and Head of Service.

Therefore, the Communications and PR Manager and Head of Service should be notified about **all** negative tweets in order to make a judgement call about responding. Team members with permission to publish on social media channels should not respond to negative feedback without consulting the Communications and PR Manager and Head of Service to avoid endangering the reputation of First4Adoption.

Questions requiring an answer from the Information Line

Some questions or comments posted to social media channels may require a response from the First4Adoption Information Line. When this is the case there are two options. First, speak to one of the information service advisers in person to ensure a speedy response and relay the response in a timely manner. When it isn't possible to speak to an adviser in person, the second option is to send an email to helpdesk@first4adoption.org.uk Information service advisers are required to respond by email within one working day. The response should be posted in a timely manner and within one working day.

Date: February 2018

Review date: February 2019

End of policy

Appendix

Facebook Posting Policy

We actively encourage comments or views on our posts but please be sure to respect other users of the page.

When posting comments please:

- respect other commenters and individuals, comments should not be malicious or offensive in nature, and should not constitute a personal attack on a person's character
- do not include material that perpetuates or promotes discrimination of protected characteristics. These characteristics can include but are not limited to, race, gender, disability, age, sexual orientation, religion or belief, pregnancy and maternity, marriage or civil partnership or gender reassignment;
- don't include swearing, hate-speech or obscenity
- don't reveal personal details, such as private addresses, phone numbers, email addresses or other online contact details
- don't break the law, this includes libel, condoning illegal activity, and breaking copyright
- be reasonably concise - this will help ensure you are not seen as a spammer
- don't advertise commercial products and services, you can mention relevant products and services as long as they support your comment
- don't impersonate or falsely claim to represent a person or organisation
- comment in English, unfortunately, we do not currently have the resource to moderate comments in other languages
- be on-topic, please don't post messages that are unrelated to the topic
- don't be party political

If you want to discuss a grievance with the social services department of any local authority then please go through the correct channels. Discussions that do not adhere to this will be removed and posters will be unable to post again in future. The purpose of the First4Adoption Facebook page is to inform those who would like to find out more about adoption not to make complaints or protests.