The Sulgrave Club
Social Media Policy

Purpose

The purpose of the Media Policy is to provide Internet, email and texting communication guidelines for staff.

Introduction

At the Sulgrave Club we recognise that for many children and young people using the Internet (and other forms of technology) is a regular part of their lives and has a significant impact on their social development.

In accordance with the Club's Safeguarding Policy, we recognise that we must take all possible steps to protect young people from significant harm or risk whilst using the Internet or any other form of technology.

We recognise that there will be times when it is necessary and important to use electronic communication. However, we always encourage face-to-face contact as opposed to contact via online methods of communication.

The Sulgrave Club's Social Media Safety guidelines on using the Internet and other forms of electronic communication should be displayed where children and young people can see them.

Specific definitions

'Internet' communication specifically refers to the use of social networking sites such as Facebook, Twitter and other websites of a similar nature.

'Email' communication specifically refers to the use of emails, including written text and/or pictures sent from personal or work accounts.

Guidance for staff

Staff should only use electronic communication with children and young people for reasons relating to work.

Staff should make the Club Manager aware when they are using electronic communication. This must be set up as part of a group communication and not individual.

It is not appropriate for staff to have private non-work related contact in the form of electronic communication with the children and young people with whom we work.

Parental awareness and consent

It is important to ensure that parents are aware of and happy that we use electronic communication and the type of electronic communication we are using.

Email communication
Email should only be used to communicate specific information (times and dates of events, for example). It should not be used as a relationship-building tool

Only group emails should be used. Conversation (repeated sending of emails between two individuals) should not occur.

Staff should make the Club Manager aware when they are using email to contact young people.

Email and accountability
As specified above, email should only be used to convey information and not used as a relationship tool. However, if a young person discloses information or anything of a concerning matter arises via email, the following procedure must be followed:

1. Read and follow the Sulgrave Club's Safeguarding Procedures relating to disclosures.

2. Keep a record of the time, date and content of the email.

3. Do not respond to the email.

4. If necessary, make attempts to contact the young person via other methods of communication and where possible, arrange to meet face to face.

Language
All language should be appropriate and where possible 'standard responses' should be used (e.g. if you have sent an email out containing event details and receive a reply asking for further details, create a standard response with additional details so that all young people receive the same information).

When sending emails staff and volunteers should take great care over the language used to reduce the risk of misinterpretation. They should not use informal language such as shorthand or 'text language' as this can often be misunderstood and lead to complications.

Hours of communication
When using email/the Internet for communication with young people (within the guidelines above), it is advised that it should take place between the hours of 9am-5pm.

If a project takes place in the evening (after 5pm) and it is necessary to send an email/use the Internet, staff should seek advice from the Club Manager but there should be no email communication after 9pm.

Monitoring social media
The Club Manager is responsible for setting up, managing and moderating the Sulgrave Club's internet presence (website, Facebook, Twitter, etc.)

The Club Manager will oversee the content that will appear, will decide which links to other sites to accept, and will have online contact with the children and young people who interact with the Club via social media.

Staff will apply the same level of recording of online activities as in their face-to-face work.

'Adding friends' on Facebook and similar sites
Staff should only use an agreed social networking account for contact with children and young people with whom they are working. This should be an account set up specifically for this purpose on behalf of the Club (*see Appendix 1 – Security when using Facebook*).

Staff should not use their personal social networking or instant messaging accounts for contact with children and young people.

Staff should not add children or young people who are part of the Sulgrave Club and who are under the age of 18 onto their personal social networking sites.

Staff should seek to ensure that their personal profiles on any social networking sites are set to the highest form of security to avoid young people accessing personal information or seeing any pictures of a personal nature.

Messenger and live chat
Live chat services and chat facilities cannot be kept on record and are therefore an unsuitable form of communication between staff, children and young people.

Use of live chat facilities between staff and children or young people is not permitted.

Skype and other visual methods
Skype can be used for conference calls and is considered appropriate if a project or group uses a webcam/Skype in a group environment for project purposes and has clear aims and objectives for its use. Always seek to inform the Club Manager when this is taking place and keep a record of it.

Otherwise use of Skype or any other webcam or visual communication via the Internet is not permitted.

Cyber bullying and the law
Most children and young people use mobile phones and the Internet appropriately. However, when technology is abused there may be legal consequences.

The Sulgrave Club operates a zero tolerance to bullying of any kind. We will

instigate appropriate disciplinary procedures and, if necessary, ask for the person bullying (whether that be a staff member, volunteer or young person) to leave the organisation.

Mobile phones
The rationale for texting and calling is the same as social networking and email contact.

When you have received a phone call/text or made a phone call/text to a young person that is not concerned with giving out information you must make a record of the conversation and report it to the Club Manager.

Wherever possible do not give children or young people your personal mobile phone number.

Addressing the media
If there is an instance where the Sulgrave Club is contacted by the media about issues that have been reported in the news or a young person has been involved in something that has brought media attention, as an organisation we positively promote young people and always aim to protect them. This includes how they are represented in the media and within the community.

The Club Manager will handle all contact with the press and other media organisations and will give statements accordingly.

Notes relating to this document
- With regards to young people who have left the group or are now over the age of 18, please use discretion with regards to this policy and seek advice where necessary.

- For useful resources and support material to use with parents and carers, volunteers and children and young people visit wwwceops.org.uk or www.thinkuknow.org.uk

Consultation and Commitment to Review
The Sulgrave Club is committed to the review and updating of its policies and procedures through consulting with its employees, volunteers and young people. Employees and volunteers will be consulted on changes to policies through staff meetings and young people through the Sulgrave Youth Forum.

The employees' and volunteers' representative is Nick Sazeides.

Signature: ……………………..   Signature: ………………………………
Position: Chairman   Position: Club Manager
Date: 6 November 2018   Date: 6 November 2018

Review date: November 2019

Appendix 1

Security when using Facebook

How to create a secure profile when setting up a group:
1. Select the friends list from your profile.
2. Each young person has a 'add to list' option. Add the young people to the 'limited profile' group.
3. Once every young person is in the group limited profile, select 'Settings' and 'Privacy Settings' from the top of your Facebook page.
4. Select 'Profile' within the privacy settings page.
5. The privacy settings are then broken into profile, basic info, photos etc.
6. On each item that needs to be kept private select 'Edit custom settings'. A pop-up box will appear. At the bottom it will say "Except these people". Type "limited profile" into that box. Do this for every part of your profile to be kept private. You can also change the privacy settings to 'Only Me'. Click on 'Privacy Shortcuts' (the padlock icon in the right hand corner of your Facebook page), then click on 'Who can see my stuff?', and then select 'Only me' from the drop-down menu under 'Who can see my future posts?').The process is now complete.

How are pages different from groups? Which one should I create?
Pages allow real organisations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives. Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone. Other differences include:

Pages
Privacy: Page information and posts are public and generally available to everyone on Facebook.
Audience: Anyone can like a page to become connected with it and get news updates. There is no limit to how many people can like a page. Communication: Page admins can share posts under the page's name. Page posts appear in the news feeds of people who like the page. Page admins can also create customized apps for their Pages and check Page Insights to track the page's growth and activity.

Groups
Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members. Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know. Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

How do I create a group?
1. From your home page, go to the 'Groups' section and click on 'Add Group'.
2. Click on 'Create New Group'.
3. A pop-up box will appear, where you'll be able to add a group name, add members and select a privacy setting for your group.
4. Click the 'Create' button when you're finished. Once the group is created, you will be taken to the group's page.
5. To get started click at the top right of the page and select 'Edit Group'.
6. From here you can add a group description, set a group email address, add a group picture and manage members.

Create a Facebook page
It's free to set up a page and it only takes a few minutes to get started.
1. Choose a category and a name that represents your business.
2. Pick a logo or another image that people associate with your business to use as a profile picture.
3. Write a sentence about your business so people understand what you do.
4. Set a memorable web address for your page that you can use on marketing material to promote your presence on Facebook.
5. Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your page.