

# CULBOKIE COMMUNITY TRUST

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## SOCIAL MEDIA POLICY

A guide for Board members and volunteers on using social media to promote the work of Culbokie Community Trust and in a personal capacity.

**This Policy was adopted at a meeting of the Culbokie Community Trust on 23<sup>th</sup> February 2024**

This policy will be reviewed at least once every three years. Culbokie Community Trust will amend this policy, following consultation, where appropriate.

**Date of next review: February 2027**

### Introduction

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, X (formerly Twitter), LinkedIn and Instagram. CCT uses the following social media channels:

Website: <https://www.culbokiect.org>

Facebook page: [facebook.com/CulbokieCommunityTrust](https://www.facebook.com/CulbokieCommunityTrust)

X (formerly Twitter) account: @culbokiect.

Social media is essential to the success of communicating Culbokie Community Trust's (CCT) work and raising the profile. The CCT Social Media accounts are used to promote CCT events and share news with supporters, funding bodies and other external organisations.

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to CCT's 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.

## **Using CCT's social media channels — appropriate conduct**

The CCT Board Members are responsible for setting up and managing CCT's social media channels. Those making use of these channels should ensure they conform to the following guidelines.

- ✓ All social media content must accurately reflect CCT's objectives and values.
- ✓ Care must be taken with the presentation of content. Make sure there are no typos, misspellings or grammatical errors. Also check the quality of images. Always pause and think before posting.
- ✓ Content should not be posted about partners or other organisations or individuals without their express permission. If using interviews, videos or photos that clearly identify a person consent must be obtained, including from a parent or guardian if these relate to a child or young person.
- ✓ Always check facts. Do not automatically assume that material is accurate; take reasonable steps where necessary to seek verification, for example by checking data/statistics and being wary of photo manipulation.
- ✓ Refrain from offering personal opinions via CCT's social media accounts.
- ✓ It is vital that CCT does not encourage others to risk their personal safety or that of others to gather materials, for example a video of a stunt.

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

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. CCT Board members and volunteers are expected to behave appropriately, and in ways that are consistent with CCT's values and policies, both online and in real life.

Be aware that any information you make public could affect how people perceive CCT. You must make it clear when you are speaking for yourself and not on behalf of CCT. If you are using your personal social media accounts to promote and talk about CCT's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent CCT's positions, policies or opinions."

Board members and volunteers who have a personal blog or website which indicates in any way that they are associated with should discuss any potential conflicts of interest with the CCT Chair. Similarly, CCT Board members and volunteers who want to start blogging and wish to say that they are associated with CCT should discuss any potential conflicts of interest with the CCT Chair.

Board members and volunteers in specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing CCT's view.

Use common sense and good judgement. Be aware of your association with CCT and ensure your profile and related content is consistent with how you wish to present yourself to others.

If a Board member or volunteer is contacted by the press about social media posts that relate to CCT, they should discuss any response with the Chair.

CCT is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing CCT, Board members and volunteers are expected to hold CCT's position of neutrality. Board members and volunteers who are politically active need to be clear in separating their personal political identity from CCT and understand and avoid potential conflicts of interest.

Always protect yourself and the Trust. Be careful with your privacy online and be 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. Think about your reputation as well as the Trust's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

We encourage Board members and volunteers 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 CCT and the work we do. Where appropriate and using the guidelines within this policy, we encourage Board members and volunteers to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the lead person for the relevant social media who will respond as appropriate.

## **Further guidelines**

### **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether Board members and volunteers are posting content on social media as part of their role or in a personal capacity, they should not bring CCT into disrepute by making defamatory comments about individuals or other organisations or groups.

### **Copyright law**

It is critical that all Board members and volunteers abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

### **Confidentiality**

Any communications that Board members and volunteers make in a personal capacity must not breach confidentiality, for example, information meant for internal use only or information that CCT is not yet ready to disclose. For example, a news story that is embargoed for a particular date. Please refer to our Privacy Policy for further information.

### **Discrimination and harassment**

Board members and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official CCT 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
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content.

### **Lobbying Act**

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £10,000 in Scotland during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice.

### **Use of social media in the recruitment process**

There should be no systematic or routine checking of applicant's online social media activities during any Board recruitment process. Conducting such searches could lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

### **Protection and intervention**

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself, for example Facebook. However, if a Board member or

volunteer considers that a person/people is/are at risk of harm, they should report this to the Chair immediately.

### **Under 18s and vulnerable people**

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, Board members and volunteers should ensure the online relationship with CCT follows the same rules as the offline 'real-life' relationship. Board members and volunteers should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Board members and volunteers should also ensure that the site itself is suitable for the young person and CCT content and other content is appropriate for them. Please refer to the CCT Child Protection Policy Sept 2023

(<https://www.dropbox.com/scl/fi/klktf1b11d2pvabce7zmm/CCT-Child-Protection-Policy-Sept-2023.docx?rlkey=3b0piixmh0bpacup6x2wibjm7&dl=0>) and Protection of Vulnerable Adults Policy Sept 2023

(<https://www.dropbox.com/scl/fi/ulliyzddb2jema6ek8xg7/Protection-of-Vulnerable-Adults-Policy-Sept-2023.docx?rlkey=ey88uhhcnlhkmukrxqciwlby0&dl=0>).

### **Responsibilities and breach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of CCT is not a right but an opportunity, so it must be treated seriously and with respect. For Board members and volunteers, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Grievance Policy and Procedure CCT 2023

(<https://www.dropbox.com/scl/fi/oan6ma6wjoh514gbipza9/Grievance-Policy-and-Procedure-CCT-2023.docx?rlkey=h9ux5jnv2e3vtou3v0z9wod7f&dl=0>) for further

information on disciplinary procedures. Board members and volunteers who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Chair.

### **Public Interest Disclosure**

Under the Public Interest Disclosure Act 1998, if a Board member or volunteer releases information through CCT's social media channels that is considered to be in the interest of the public, CCT's Grievance Policy and Procedure CCT 2023

(<https://www.dropbox.com/scl/fi/oan6ma6wjoh514gbipza9/Grievance-Policy-and-Procedure-CCT-2023.docx?rlkey=h9ux5jnv2e3vtou3v0z9wod7f&dl=0>) must be initiated before any further action is taken.

Ends