



Lee Hub Independent Community Library

Social Media Policy

A guide for Trustees and Volunteers on using social media to promote the work of Lee Hub Independent Community Library, and in a personal capacity.

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Introduction

- **What is 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 is essential to the success of communicating Lee Hub's work. It is important for some Trustees and volunteers to participate in social media to engage with our audience participate in relevant conversations and raise the profile of Lee Hub's work.

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

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to Lee Hub'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 carries similar obligations to any other kind of publication or commentary in the public domain.

- **Who does the social media policy apply to?**

This policy is intended for all volunteers, trustees, and applies to content posted on both Lee Hub devices and personal devices. Before engaging in Lee Hub related social media activity, this policy should always be referred to.

- **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 Lee Hub Independent Community Library, and the use of social media by volunteers in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help volunteers support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

- **Internet access and monitoring usage**

There are currently no access restrictions to any of our social media sites in the Lee Hub building. However, when using the internet in Lee Hub, you are permitted to make reasonable and appropriate use of personal social media activity during your time at Lee Hub, but usage should not be excessive or interfere with your duties.

- **Point of contact for social media**

The chairperson is the Lead Trustee, with specific responsibility 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, email:

leehubforall@gmail.com. No other Trustee or Volunteer can post content on Lee Hub's official channels without the permission of the Lead Trustee.

- **Which social media channels do we use?**

Lee Hub – Independent Community Library uses the following social media channels:

- Lee Hub website
- Facebook
- Instagram

Lee Hub has a Facebook account which it uses to share news with supporters and to encourage people to become involved in our work. Instagram will be used primarily to engage with younger people (13 years +). Our website has direct links to our charity information e.g: who we are, our objectives, policies, how to donate, how to volunteer and current activities.

Using Lee Hub – Independent Community Library's social media channels — appropriate conduct:

1. The Lead Trustee is responsible for setting up and managing Lee Hub's social media channels. Only those authorised to do so by the lead Trustee will have access to these accounts.
2. Our lead Trustee responds to comments Monday-Friday, 9am-5pm, and then on as necessary during evenings and weekends, with support from nominated volunteers.
3. Be an ambassador for our brand. Trustees and Volunteers should ensure they reflect Lee Hub values in what they post and use our Charity Objectives (found in our Constitution) for guidance.

4. Make sure that all social media content has a purpose and a benefit for Lee Hub, and the community we serve, which accurately reflects Lee Hub's agreed position.
5. Bring value to our audience(s). Answer their questions, help, and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings, or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. But do, reply to comments in a timely manner, when a response is appropriate.
8. If volunteers outside of Lee Hub Independent Community Library wish to contribute content for social media, whether non-paid or paid for advertising, they should contact the Lead Trustee about this by email at leehubforall@gmail.com
9. Volunteers and Trustees should not post content about supporters or service users without their express permission. If volunteers are sharing information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from Lee Hub. If using interviews, videos or photos that clearly identify a child or young person, volunteers must ensure they have the consent of a parent or guardian before using them on social media. More information can be found within our Data Protection Policy and Safeguarding Vulnerable Adults and Children Policy.
10. Always check facts. Volunteers and trustees should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. Be honest. Say what you know to be true or have a reliable source for. If you have made a mistake, do not be afraid to admit it.
12. Volunteers and Trustees should refrain from offering private opinions via Lee Hub's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Lee Hub's position on a particular issue, contact the Lead Trustee via leehubforall@gmail.com

13. It is vital that Lee Hub – Independent Community Library does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Volunteers and trustees should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Volunteers and trustees should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Lee Hub – Independent Community Library. This could confuse messaging and brand awareness. By having official social media accounts in place, Lee Hub can ensure consistency of the brand and focus on building a strong following.

16. Lee Hub – Independent Community Library is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We do not have affiliation with any Religious Bodies

17. If a complaint is made on Lee Hub's social media channels, volunteers should seek advice from the Lead Trustee before responding. If they are not available, then volunteers should speak to the Chair of Trustees via leehubvolunteers@gmail.com

18. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Lead Trustee regularly monitors our social media spaces for mentions of Lee Hub so we can catch any issues or problems early.

If any volunteers become aware of any comments online that they think have the potential to escalate into a crisis, whether on Lee Hub's social media channels or elsewhere, they should speak to the Chair of Trustees immediately.

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. Lee hub – Independent Community Library volunteers and trustees are expected to behave appropriately, and in ways that are consistent with Lee Hub's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive Lee Hub. You must make it clear when you are speaking for yourself and not on behalf of the organisation. If you are using your personal social media accounts to promote and talk about Lee Hub's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Lee Hub's positions, policies or opinions."
2. Volunteers who have a personal blog or website which indicates in any way that they volunteer at Lee Hub Independent Community Library should discuss any potential conflicts of interest with the Lead Trustee. Similarly, volunteers who want to start blogging and wish to say that they volunteer at Lee hub should discuss any potential conflicts of interest with the Lead Trustee.
3. Those in senior management, and 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 Lee Hub Independent Community Library's view.
4. Use common sense and good judgement. Be aware of your association with Lee Hub and ensure your profile and related content is consistent with how you wish to present yourself to the public, colleagues, partners, and customers.
5. If a volunteer or trustee is contacted by the press about their social media posts that relate to Lee Hub – Independent Community Library, they should talk to the Chair of Trustees immediately and under no circumstances respond directly.
6. Lee hub – Independent Community Library is not a political or religious organisation and does not hold a view on religion, party politics or have any affiliation with or links to political parties or religious groups. When representing Lee Hub, volunteers are expected to hold Lee Hub's position of neutrality. Volunteers who are politically or religiously active in their spare time need to be clear in separating their personal political and/or religious identity from Lee hub and understand and avoid potential conflicts of interest.

7. Never use Lee Hub's logos or trademarks unless approved to do so.
8. Always protect yourself and the charity. 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. When you are using social media sites at Lee Hub, it is important that you do so safely.
9. Think about your reputation as well as the charity'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.
10. We encourage volunteers to share posts and public communications that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Lee Hub and the work we do. Where appropriate and using the guidelines within this policy, we encourage 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 Trustee 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 volunteers are posting content on social media as part of their job or in a personal capacity, they should not bring [charity name] into disrepute by making defamatory comments about individuals or other organisations or groups.

- **Copyright law**

It is critical that all 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 volunteers make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Lee Hub is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our [policy name i.e., Confidentiality Policy] for further information.

- **Discrimination and harassment**

Trustees and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Lee Hub 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 £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, 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. During these periods, all campaigning activity will be reviewed by the [job title].

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

Recruitment should be carried out in accordance with the Equality and Diversity Policy. There will be no systematic or routine checking of candidate's online social media activities during the recruitment process. Conducting such 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.

- **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 volunteer considers that a person/people is/are at risk of harm, they should report this to the Chair of Trustees 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, volunteer should ensure the online relationship with Lee Hub follows the same rules as the offline 'real-life' relationship. Trustees and volunteers should ensure that young people are aware of the risks of communicating and sharing information online, and if necessary, given guidance on security/privacy settings. Volunteers should also ensure that the site itself is suitable for the young person and Lee Hub content and other content is appropriate.

- **Responsibilities and beach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Lee Hub is not a right but an opportunity, so it must be treated seriously and with respect. For Trustees and volunteers, breaches of policy may incur disciplinary action, depending on the severity of the issue.

- **Public Interest Disclosure**

Under the Public Interest Disclosure Act 1998, if a Trustee or volunteer releases information through Lee Hub's social media channels that is in the interest of the public, The Chair of board of trustees must be informed before any further action is taken.

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