



Sussex Clubs for Young People Acceptable Use of Social Media Policy

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Signed

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Policy Statement

Sussex Clubs for Young People (SCYP) recognises the importance of the Internet in shaping public thinking about our organization and our current and potential services. We also recognize the importance of our employees joining in and helping shape conversation in communities and the potentials for interaction in social media with the wider public, parents and young people.

SCYP is committed to supporting honest, transparent, and factual communication on the Internet through social media.

This policy applies to all use of social media, in whatever form, relating to SCYP activities worldwide and covers all information and communications provided by SCYP or on its behalf.

Definitions

Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos.

The term “social media” is an all-embracing term relating to websites, platforms or apps such as Facebook, Twitter, Instagram, WhatsApp etc. which can be used for communicating through text, audio and video with the wider public, communities, parents and young people.

Related Policies and Procedures

The following policies and procedures relate to this policy:

- Safeguarding Policy
- Acceptable Use of IT Policy
- Complaints Policy
- Diversity, Equality and Inclusion Policy
- Data Protection Policy
- Confidentiality Policy
- Code of Conduct
- Volunteers Policy
- Data Privacy Notice for Public
- GDPR Privacy Notice for Staff

Core Principles

Social media applications are forever changing, and tools are continually being enhanced which makes it difficult to develop a policy for any platform that will remain relevant or contain the latest information for all applications. Therefore, the following core principles should be applied by staff or volunteers in their social media use:

- 1) **Be mindful that you are responsible for what you post.** Never say anything online that you would not be comfortable seeing quoted on the BBC, to your parents or to your boss. Will what you share or say be compatible with our code of conduct and our work with young people?

When in doubt – do not post. You are responsible for ensuring that your posts are accurate and not misleading.

- 2) **Maintain an appropriate distance** between your private life, your professional networks and relationships with young people. Use your SCYP email to create accounts with any social media platform and share details and passwords with member.services@sussexcyp.org.uk
Do not use your personal email or phones in any contact with young people or parents.

- 3) **Identify yourself clearly in your profiles.** Make it clear that you work for Sussex Clubs for Young People in your professional profile with a link to the SCYP website and in your private profile recognise that any statements you make can affect your employment.

Ensure that friends lists can not be viewed by the general public, limit access to content and for any friend's requests verify the contact before admitting to any private or closed groups.

- 4) **Keep records.** Always use platforms that allow you to keep a record of interactions between you and young people. Check with your line manager before using any new platform and review whether the data is stored safely. Keep incident reports and session logs as required.
- 5) **Once online it can never be 'forgotten'.** Remember that once it is on the internet, we cannot guarantee what happens to the data nor how long it is retained. Only use secure communication for sharing personal data through our IT systems such as encrypted email or shared access to a folder (e.g. OneDrive).

Remember to be make sure we have a completed consent form to share any images of young people and any forms are stored securely.

- 6) **Think safeguarding.** In any 'live' interaction with young people online as in any group work in a building ensure that there are sufficient staff and volunteers within the same virtual space to protect young people, staff and volunteers from harassment, bullying, sexual, racist or derogatory statements and to monitor any breaches of ground rules agreed with young people.
- 7) **Be prepared to immediately block,** mute or remove participants in any online discussion or interaction to protect young people, staff, volunteers and the wider public. It is wise to take time to practise and understand how this works with any platform.

- 8) **Do you know who you are talking to?** Always take appropriate action within the platform to vet any participants online before any interaction but particularly with any 'live' events using virtual lobbies or waiting rooms, as well as any other forms of securely identifying participants in the online space being created. Remember that fake accounts do exist, and users may lose control of their accounts at any time.

- 9) **Don't be on 24/7.** Staff and volunteers should restrict the time frame of direct interactions online to avoid always being available 24/7. The wider public, parents and young people should be made aware through profiles and policy when you are available for contact and care taken to NOT respond out of hours. As a rule, we would advise turning off IT equipment and phones when not required and consider only responding between 9am and 9pm.

You should avoid contact which could be perceived as socialising or 'pestering'.

- 10) **Give credit where credit is due and don't violate others' rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content.

Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).

All staff should take the opportunity to complete training for social media platforms and to understand the systems they are utilising to the full.

Public statements and promotion of activities by SCYP will be issued by Member Services through our website and company social media channels. **Please ensure you discuss any promotion of activities with Member Services and your line manager first.**

Virtual Youth Clubs

SCYP initially devised these as a response to the COVID-19 pandemic and lockdown. The policy on Virtual Youth Clubs will be reviewed regularly.

A virtual youth club will be a timed interaction using multiple online platforms with staff and volunteers supporting the 'host' who is usually the Youth Worker in Charge.

A virtual youth club seeks to provide a safe space for group interactions with young people to support their well-being but allow youth workers to create separate 1 to 1 online social media contact where necessary to support participants in addressing any needs that are identified.

A virtual youth club will take the following steps to ensure safety online:

- Where possible – staff and volunteers should 'host' the virtual youth club from the same physical location to allow effective monitoring of the session.
- The virtual youth club risk assessment should be reviewed before hosting the session.
- During the Covid-19 lockdown appropriate PPE will be supplied by SCYP for staff and volunteers to use when hosting from the same physical location (see risk assessment).
- Ensure acceptable language and behaviour is used by all participants e.g. no swearing, no bullying, no antisocial behaviour with ground rules agreed by all.
- The virtual youth club will limit the number of participants to that appropriate for the platform (e.g. DiscordApp up to 50) and suitable for the activity.
- Participants will be limited to registered members of SCYP clubs or who have been verified through a registration process which may include phone calls to parents of young people.
- All virtual groups and areas will always be monitored by staff and only accessible at the published times. Young people can only access these areas when staff are online.
- All login details will be shared with team manager/s and they will be securely stored within SCYP systems.
- All interactions should be compliant with all SCYP policies and notices especially:
 - Acceptable Use of IT Policy
 - Confidentiality Notice
 - Data Protection Policy
 - Data Privacy Notice
 - Code of Conduct
- Passwords and login details will not be given to any young person at any time
- All sessions will be promoted by staff and through our social media. SCYP will also sign post young people to other youth support available online.
- If a young person discloses any safeguarding concerns these must be dealt with in accordance with our safeguarding policy.
- Young people can talk to staff on a one to one basis if they need to, these conversations will be confidential in line with the Confidentiality Notice.
- All virtual youth clubs will be recorded as normal on Session Logs or Incident Reports within 24 hours of them taking place.

Appendix 1 - Useful Links

UK Safer Internet Helpline 0344 381 4772	https://www.saferinternet.org.uk/
The Mix – Essential Digital Advice and Support	https://www.themix.org.uk/
Youth Work Support	https://youthworksupport.co.uk
Think u Know	https://www.thinkuknow.co.uk/