

SOCIAL MEDIA POLICY

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Who this policy applies to:

Employees, Trustees and Volunteers

What is social media?

“Websites or Apps that allow people to interact with each other, express their opinion, consume, share and create content.”





When does this social media policy apply?

During all hours if logged into any Swindon City of Sanctuary social media page.

Platforms

How does each of our social media platforms relate to the work environment?

Swindon City of Sanctuary encourages **staff & trustees** to tweet, post on Facebook and upload images on Instagram ensuring it does one of the following:



-  To raise awareness of Swindon City of Sanctuary
-  To celebrate Swindon City of Sanctuary’s achievements or those of organisations whose work relates to ours such as The Harbour Project, national City of Sanctuary or other COS groups, Asylum matters etc.
-  Share relevant campaigns to help change local or national policy on issues surrounding seeking asylum or community cohesion.
-  Positive news stories of welcome, community cohesion and of refugees & asylum seekers, especially of a local nature.

Lead Volunteers of projects who have been given access to our social media pages are encouraged to only post to promote and raise awareness of the specific projects they are involved in.

Personal profiles

Many of our employees, trustees and volunteers will have a personal social media profile. If you are sharing, commenting or writing about Swindon City of Sanctuary on your personal pages please ensure its made clear that 'all views are your own & not of SCOS'

Speaking on behalf of the charity

-  If you have specifically been given permission to speak on behalf of Swindon City of Sanctuary on social media please ensure you have had the relevant training before doing so.
-  If you're a volunteer and have been contacted by the press for comment about the charity please refer this to an SCOS employee, board member or Lead Volunteer.

Dos and don'ts

Please refer to our Social Media Guidelines document created for us by Social Media Support.

These guidelines apply as much to personal social media as they do to the charity's social media accounts.

Policy breaches

Any breach of the policy may lead to action being taken under Swindon City of Sanctuary's disciplinary policy.

Reviewing the policy

We are aware that social media is constantly changing and that we at Swindon City of Sanctuary should regularly review its social media policy to ensure it is up-to-date.

Please sign:

Name _____

Job title/ volunteer role: _____

Signature: _____