SOCIAL MEDIA POLICY TT-08

Version Control

Version	Date	Approved By	Description	Review Date
1.0	April 2023	Management Committee	Approved	April 2025

Background

This policy outlines Little Things for Tiny Tots ('the charity') guiding principles for the acceptable use of social media.

Context

The charity's overall social media goal is to build online communities in order to share expertise and improve its services. The charity recognises that social media platforms can enhance promotion, communication, collaboration and information exchange. The charity therefore supports the appropriate use of social media by the Management Committee, staff, and volunteers, as a way to publish, share and discuss information, and explore diverse perspectives for the benefit of the charity's services.

Conversely, although many users may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than the author may realise at the time.

It must be noted therefore, that any online communication that directly or indirectly refers to the charity, its Management Committee, staff, or volunteers has the potential to damage the charity's reputation or interests.

Definitions

Social media is a broad term which generally refers to any form of electronic communication that allows parties to communicate one to one or as part of a group.

For the purposes of this policy, social media is content created by individuals or groups using highly accessible and large-scale publishing technologies. It may include, but is not limited to:

- Social networking sites (e.g. Facebook);
- Video and photo sharing websites (e.g. YouTube);
- Blogs, including corporate blogs and personal blogs;
- Blogs hosted by media outlets (e.g. 'Comments' under local newspaper feature);
- Podcasts, including corporate podcasts and personal podcasts

- Micro-blogging (e.g. Twitter);
- Forums, discussion boards and groups (e.g. Google groups);
- Instant messaging, including SMS; and
- Any other websites that allow individual users or companies to use simple publishing tools, (together called Social Media).

Relevant Legislation	
Related Policies/Other Key Documents	

Scope

This policy applies to the Management Committee, staff and volunteers who have designated roles pertaining to communications using social media, and any consultants or contractors the charity may engage for this purpose.

Policy

It is the charity's policy that those using social media are personally responsible for the content they publish on any form of social media platform.

Accordingly:

- All posts related to the charity on social media platforms must be consistent with the charity's image and its values
- Individuals must commit to high standards of professionalism when representing the charity online and take responsibility for their activities on social media and use sound and considered judgement about what material appears (or has the potential to appear) online, and in what context
- The focus of communications must be the charity itself and its services, however, social media channels can be used for promotion of corporate partnerships and to publicly thank businesses/organisations for their support

Should individuals or businesses/organisations wish to specifically promote their goods or services by linking to the charity and using its logo, they must first obtain written approval from those delegated by the Management Committee.

This Policy does not apply to staff or volunteers personal use of social media where no reference is made to the charity and/or such usage has no connection to the workplace, work-related matters or workplace colleagues.

Related Procedures

Professional Use of Social Media

- Before engaging in social media as a representative of the charity, the user must first be authorised to do so.
- Only those delegated by the Management Committee are authorised to use the centre's social media platforms, either on the charity's premises or mobile devices.
- Those delegated will moderate and remove any posts or comments that do not comply with the relevant principles and practices as outlined in this policy.

Social media communication practices

When engaging on social media, the user should:

- Exercise care and discretion with their use of online communication and should work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication;
- Take care not to disclose other people's personal information or publish images of others without permission. Be aware that people may be readily identifiable even when names are not used;
- Use common sense and respect others in posts and discussions. If a person disagrees with the opinion of another, they should keep responses appropriate, respectful and inoffensive;
- Adopt the simple practice of stepping back, re-reading and thinking about what is posted before doing so;
- Ensure published content is correct and true;
- Ensure, when identifying (or when identified) as a charity representative, that any social media communications are lawful; and

Personal Use and Restrictions

When participating in social media in a personal capacity, Management Committee, staff or volunteers must not:

- Disclose the charity's confidential information, proprietary or sensitive information, nor disclose any confidential information obtained. Information is considered confidential when it is not readily available to the public.
- Use the charity's logo or any relevant branding on any social media platform without prior approval from those delegated by the Management Committee;
- Communicate anything that might damage the charity's reputation, image, or commercial interests;
- Imply that they are authorised to speak as a representative of the charity nor give the impression that the views they express are those of the charity;
- Use the identity or likeness of another member of staff or delegated officer of the charity;
- Represent or communicate on behalf of the charity in the public domain without prior approval from the Management Committee;
- Make any comment or post any material that might otherwise cause damage to the charity's reputation or bring it into disrepute;

- Post material that is offensive, obscene, defamatory, threatening, harassing, abusive, bullying, discriminatory, hateful, racist, sexist, infringes copyright and is otherwise unlawful; and

Breaching of the Policy

- This policy must be complied with at all times to protect the privacy, confidentiality and interests of the charity's Management Committee, staff, volunteers and its partners.
- Any alleged breach of this policy will be investigated and addressed by the Management Committee.