

St Edmundsbury Cathedral



Social Media Policy 2020

Social Media Policy

Social media is a valuable communications tool as it enables us to create a community environment in which to share information and celebrate success. It offers a vital communications channel for making a story come alive using video and photographs, and while it provides considerable opportunity, at the same time, it requires vigilance and careful management.

The sheer volume of social media traffic content can seem daunting; information can spread rapidly and it offers real-time reporting. However, it can quickly become viral and spiral out of control. Social media is immediate, interactive, conversational and open-ended. This sets it apart from other forms of communication and demands a new way of thinking.

The policy applies to all employees, volunteers and groups in connection with or fundraising for the Cathedral e.g. Friends of the Cathedral Choir. (collectively referred to as staff in this policy).

This policy exists to address the use by staff of all types of social network and social media platforms including, but not limited to, Facebook, Twitter, LinkedIn, Pinterest, Tumblr, Instagram and YouTube (collectively, "social media").

The purpose of this Policy is to optimise the use of social media to promote the Cathedral, and to minimise the various risks to the Cathedral presented by social media usage. The Cathedral aims to increase our followers / likes /shares and increase engagement.

General Principles

There are certain general principles that all staff should keep in mind when using social media, whether for personal use or for authorised work-related purposes. All staff must:

- Use social media responsibly and professionally, and at all times in accordance with their duties;
- Be mindful of what constitutes confidential, restricted, or other proprietary information and ensure that such information is never disseminated over social media without express authority;
- Be mindful of what constitutes personal data and ensure that personal data relating to any member of the Cathedral community is never disseminated over social media unless it is used in accordance with the Cathedral's Data Protection Policy and with express authority;
- Ensure that their use of social media does not breach any other of the Cathedral's policies including, but not limited to, its Data Protection Policy, Information Systems Security Policy, Discrimination & Equal Opportunities, Inclusivity Policy and Dignity at Work Policy;
- Ensure that their use of social media does not breach any other laws, regulatory requirements, or other applicable rules set out by regulatory bodies and other organisations;
- Ensure that they do not breach any copyright or other intellectual property rights when using social media;

- Be mindful of the fact that any communication may be relied upon in court, to the advantage or detriment of the individual or the Cathedral and conduct their use of Social Media accordingly;

We have signed up to the Church of England and Archbishop's Digital Charter, in which we agree to abide by a few simple guidelines in an effort to "help make social media and the web more widely positive places for conversations to happen." Their community guidelines can be viewed here: <https://www.churchofengland.org/terms-and-conditions/our-social-media-community-guidelines>

The conditions for signing up to the Charter can be found here: <https://www.churchofengland.org/terms-and-conditions/our-digital-charter>

The viewing, transmission, downloading, uploading, or accessing in any way, whether through social media or otherwise, of any of the following material using the Cathedral's Internet and Communication Facilities will amount to gross misconduct with the possibility of summary dismissal:

- Material which is pornographic, sexist, racist, homophobic, or any other discriminatory or otherwise obscene or offensive material;
- Illegal or criminal material, including material which breaches copyright or any other intellectual property right;
- Any material which has the object or effect of causing harassment to the recipient;
- Material which the individual knows, or reasonably ought to know, is confidential, restricted, or otherwise proprietary information and which they are not authorised to deal with;
- Any website (social media or otherwise) which the Cathedral has blocked access to.

Business Social Media Use

Social media use on behalf of the Cathedral is overseen by the Digital Communications Manager, along with the Communications Group. Certain individuals are authorised to post to Twitter, Facebook and Instagram. Other members of staff may be authorised to use social media on behalf of the Cathedral after discussion with their line manager and the Digital Communications Manager. All those using social media on behalf of the Cathedral should consider the guidelines below when posting anything that will be made public. **Individuals should not post as or on behalf of the Cathedral unless they have specific authorisation to do so.**

All social media groups connected to the Cathedral must have an authorised administrator, agreed with the Communications Manager.

Staff using social media on behalf of the Cathedral may from time to time be required to interact with other internet users via social media, for example, in response to posts or enquiries regarding the Cathedral. Unless you have been authorised to do so by the Digital Communications Manager, do not respond to such communications, especially if you are not knowledgeable on the relevant topic. If authorised to respond to communications, always consider the guidelines set out in this policy.

Guidelines for use of Cathedral Social Media

The following guidelines are to help individuals in their use of Cathedral social media. They are a guide only, as the variety of different types of social media mean what is appropriate differs across platforms, and common sense should also be used when deciding how best to communicate using social media.

Types of post

There should be a balance of different types of post:

Promotional – events

Promotional – services

Promotional - Enterprises

Comments/opinion

Retweets/Share

Information/photo

In order to develop relationships and improve brand awareness and perceptions, a variety of message types must be used. Replying to and reposting messages is important in building up dialogue, rather than just being a 'broadcaster'. Interest can be added by including quotes, questions, comments, discounts, photos.

Tone of voice

Social media is a more casual form of communication, but messages must remain professional. The individual should consider personality, natural language, enthusiasm and opinion when using social media.

Poor spelling, bad grammar or 'text speak' is not allowed at any time.

Frequency

To maintain a balance there should be two posts on Twitter, Facebook and Instagram every day. This will vary in accordance with events and seasons.

Content Plan

Content is planned in advance by the Digital Communications Manager. This is done with the Communications Plan and the scheduling tool Hootsuite.

As a general outline, in any given week content should include at least one message relating to each of the following areas of the Cathedral's life: services, music, one-off event (assuming one is happening), Pilgrims' Kitchen, Shop, seasonal, architectural/historical.

Adverse/negative comments

Use of social media will be monitored by the Digital Communications Manager. Any negative comments should be reported to the Administrator who will deal with them promptly (if necessary in consultation with the Chair of the Communications group).

Personal Use

The Chapter recognises that social networking sites are increasingly popular amongst staff.

You may access social networking sites at work in accordance with the rules detailed under 'personal use of systems' (see **Information Systems Security Policy**).

Acceptable Use of Social Media

If a staff member makes any posting, contribution, or creation or publishes any other content which identifies or could identify them as staff of the Cathedral, or in which the individual discusses their work or experiences relating to the Cathedral, they must at all times ensure that their conduct is appropriate and consistent with their contract of employment or volunteer agreement and the Christian ethos of the Cathedral.

Unless specifically instructed to do so by their line manager, individuals should make it clear that they are posting on social media as themselves, not as the Cathedral, and that all opinions and ideas are those of the individual and do not necessarily reflect the views of the Cathedral.

Unless using social media on behalf of the Cathedral, staff should not use any social media accounts belonging to (or otherwise associated with) the Cathedral.

Cathedral email addresses should only be used to sign up to social media websites for work-related purposes, with specific authorisation from the Digital Communications Manager.

Individuals should always be respectful to others when using social media and should always be mindful of the fact that their association with the Cathedral may be known to anyone at any time. The conduct of all staff on social media may reflect on the Cathedral, whether positive or negative. This applies whether a staff member is using social media for business purposes or for personal purposes, whether during workings hours or otherwise.

If an individual is unsure as to the appropriateness of a posting or other content they wish to publish, they should speak to their line manager at the earliest opportunity to seek clarification.

Unacceptable and Prohibited Use of Social Media

Staff must refrain from doing anything on social media or any other websites that defames, disparages, or otherwise brings into disrepute, the Cathedral, an individual's superiors, an individual's colleagues, or other related third parties. This includes, but is not limited to, making false or misleading statements and impersonating colleagues or third parties.

Staff must ensure that their use of social media does not damage the Cathedral, its interests, or its reputation, whether directly or indirectly, in any way.

As under 'Acceptable Use of Social Media', unless specifically instructed to do so, individuals must not represent themselves on Social Media as the Cathedral or as posting on behalf of the Cathedral.

Users may not share the following on Social Media unless specifically authorised to do so by their line manager and/or the Digital Communications Manager:

- Confidential information;
- Commercially sensitive or other proprietary business information belonging to or about the Cathedral or any of its employees, contractors, agents, or other affiliated third parties and organisations;
- Personal data relating to colleagues, volunteers, members of the congregation or anyone else relating to the Cathedral

Individuals may not use any intellectual property belonging to the Cathedral on social media (including, but not limited to, trademarks and logos) unless specifically authorised to do so by their line manager or the Digital Communications Manager.

Individuals should not add contacts made during the course of their duties to their personal social media accounts without the express consent of the individuals involved.

Procedure for Social Media Crisis Management

If the Cathedral account is hacked this should be reported to the Administrator and the Digital Communications Manager immediately.

If it is still possible to do so, an official comment from the Cathedral should be posted which should follow the following format... "We apologise that our Facebook/Twitter/etc account appears to have been hacked. We are currently working to resolve the situation."

If a message is posted which is factually incorrect, or turns out to be, the original post would not normally need to be deleted, however, a correction should be issued as soon as possible detailing clearly that the original post contained an error.

Do not delete problematic tweets (as this can create more of a firestorm than leaving them live), but apologise/clarify as quickly as possible afterwards. There are exceptions to our "don't delete" policy, especially if we have published something with legal ramifications (e.g. defamation, contempt). The Digital Communications Manager should be made aware of any social media activity which is likely to generate 'interest' from public or the press etc.

If something inappropriate is inadvertently posted this should be removed immediately, particularly if children's safety or well-being is at risk. It may be appropriate to publish an apology, but this is not always the case. The Digital Communications Manager should be notified and can issue further advice.

Procedure for Social Media Safeguarding

For many children and young people, using the Internet is a regular part of their lives. It is therefore important that we have in place the necessary rules to protect ourselves and to highlight the laws and Diocesan safeguarding policies that apply to our Cathedral in our communications with vulnerable people, children and young people.

It is best practice to have two administrators on a social media channel that communicates specifically to the youth – this ensures transparency and oversight on any messaging. Usually this is the Discovery Centre and Director of Music.

People (children or adults) should never be 'tagged' in photo-posts. They may, of course, choose to tag themselves.

Keep all communications public or to groups. You should not exchange private messages with young people via social media and should not accept "friend requests" from young people on your personal accounts.

Please be aware that sharing photographs of children and young people online can put them at risk of harm. If in doubt, don't. If posting you have the responsibility for ensuring:

- Photographs of those under 18 should only be used if the channel manager has specific written consent from the parent / guardian.
- if a child is named, do not use their image
- if an image is used, do not name the child
- Do not use a photograph where a child can be identified by their school jumper unless you have specific written consent from the school / parent / guardian.
- You must never include a child's surname or refer to their home town.

Don't ask users to divulge any personal details - including home and email addresses, schools or mobile numbers - that may help locate a child, young person or vulnerable adult.

Never share or re-tweet a post from anyone obviously under the age of 18.

Never 'follow' or 'like' social media account/pages which might belong to children (under 18) or vulnerable adults. Never use personal messages to engage with someone who might be a child or vulnerable adult.

Don't promote your social media account to those who are under the minimum requirement age for the social networking service.

Don't accept 'friend' requests from children under the minimum age for the service.

All staff should be familiar with the Safeguarding reporting procedures. If you see potentially illegal/abusive content or activity, including child sexual abusive images and online grooming please contact the police, without delay, and inform the Cathedral Safeguarding Officer (Administrator) that you have done so.

If you have concerns about a young person or vulnerable person and their online presence contact the Diocesan Safeguarding Adviser. Email: karen.galloway@cofesuffolk.org or call 07785 621319.

Recruitment

The Cathedral may use internet searches to carry out due diligence as part of its recruitment process. In these circumstances, the Cathedral will act in accordance with its equal opportunities and data protection obligations.

Abuse of this policy

Abuses of this policy may be dealt with under our Disciplinary Procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

Summary of dos and don'ts

Dos	Don'ts
Do recognise the distinction between your professional and your personal life.	Do not use your personal profile in any way for official business.
Do take responsibility for the things you post.	Do not divulge information which is confidential to the Cathedral, or those with whom we have a working relationship.
Do set the 'profanity block list' to high and the 'comments' feature disabled on any posts likely to generate unwanted content from users.	Do not share or re-tweet a post endorsing a project or product or that might be interpreted as a Cathedral endorsement.
Do report any derogatory comments about a staff member /volunteer /the Cathedral to the Administrator.	Do not set up a Cathedral or work-related social media account. Consult the Digital Communications Manager who can do this for you should it be required.
If you are unsure whether your planned posts might breach any of these policies, do speak to the Digital Communications Manager for clarification.	Do not post political views in the name of the Cathedral on any social media channel related to the Cathedral.