**Rudheath and Witton Together  
Social and Digital Media Policy**

This policy must be read in line with other policies provided by Rudheath and Witton Together (RWT) including, but not limited to, the disciplinary and grievance policy, IT policy and all policies relating to discrimination, bullying and harassment.

You must follow the rules established in this policy in relation to all forms of social and digital media/ online services. Failure to comply with this policy could result in either disciplinary action (RWT staff) or referral to the RWT problem Solving Procedure (for volunteer and partnership members), which could lead to dismissal/ removal from RWT depending on the circumstances.

**Statement of Use**

Rudheath and Witton Together (RWT) use social media and digital media as an accessible tool to promote our activities, events and support other local organisations. We see it as an essential part of our communication plans.

**Channels**  
The following official accounts have been set up to promote Rudheath and Witton Together

Twitter @RAWTogether  
Facebook @Rudheathandwitton  
Instagram @Rudheathandwitton  
YouTube RudheathWitton  
Linked-In

**Account admin/password holders**The following people are responsible for content shared via social media:

Facebook (including linked groups)

Heidi Bibby – Project Manager  
Lesley Moore – RWT Community Events and Engagement Officer  
Zoe Cadman – RWT Chair

Instagram/ Twitter:

Heidi Bibby – Project Manager  
Lesley Moore – RWT Community Events and Engagement Officer  
Zoe Cadman – RWT Chair

You Tube:

Heidi Bibby – Project Manager  
Lesley Moore – RWT Community Events and Engagement Officer  
Zoe Cadman – RWT Chair

Linked-In:

Heidi Bibby – Project Manager  
Lesley Moore – RWT Community Events and Engagement Officer  
Zoe Cadman – RWT Chair

Passwords set must not be changed by any party without prior permission. If access is granted to other users this policy must be shared and adhered to.

**The following guidelines for use apply at all times.**

**Usage**Employees/ volunteers and partnership members must be aware at all times that, while contributing to RWT’s social media/digital activities, they are representing the partnership and the project.   
Anyone with access to the RWT’s social media/digital accounts must apply the following safeguards/rules before **any** posting:

**Sharing information**

* Treat information you share like any other form of communication you might use as part of your role
* Make sure that any message has a purpose and a benefit for the service and meets RWT’s objectives – where possible the RWT channels should be used to promote RWT activities or messages which support Rudheath/ Witton residents.
* If unsure about a post check with RWT staff/ Chair before posting

**Tone of voice**

Messages should use a similar tone of voice used across all social media:

* Talking to the local community
* Friendly and approachable
* Upbeat, hopeful, reassuring – no negative posts or implications

**Behaviours to be avoided**  
**Communications shared via RWT’s channels must never:**

* Be unlawful
* Breach confidentiality
* Reveal personal data
* Reveal confidential information about other organisations
* Give away sensitive/ confidential information about the service
* Share details about the internal workings of the service
* Share plans/information that have not yet been shared with the public

**Language used and messages shared must never:**

* Be discriminatory
* Bully or harass an individual/ appear to be directed at an individual
* Include offensive images
* Include comments that could be considered derogatory based on an individual's gender, race, nationality, disability, age, sexual orientation, religion or belief

**Messages must never bring the service into disrepute:**

* By criticising or arguing with individuals
* By making defamatory comments about an individual, another organisation or group
* By posting inappropriate images or links

**Communication must never breach copyright or intellectual property rights**.

* Don't use another person's/organisations content or images without permission
* Make sure you acknowledge where required if permission has been given to use or reproduce another person's or organisations content/images or logo

**Be aware that anything posted on social media reflects RWT and could cause damage to RWT and its reputation.**   
If anyone with access to RWT accounts is not adhering to the above usage guidelines they will have their access to social media accounts limited or revoked.   
In the case of partnership members/ volunteers they will be subject to RWT problem solving procedures. In the case of staff, depending on the incident, this could also represent gross misconduct and will be subject to Groundwork or Changing Lives Together procedures.

RWT reserves the right to require you to remove a posting from any social media forum and any failure to comply with this request may constitute an act of gross misconduct for failing to follow a reasonable management instruction.

***Always apply the golden rule – read the post back to yourself. If it could be misconstrued as offensive, breaching confidentiality, or harmful to RWT do not post.***

**Incidents**

Should anyone outside of volunteers/ staff or partnership make any incorrect or defamatory statements about RWT – do not respond to the individual via social media. Try to take the discussion offline and offer an opportunity to speak privately – either private message (on the appropriate forum – not personal social media/ messaging). If the person wishes to they may use the RWT Complaints and Comments Procedure.

The comments will be reviewed by RWT and if necessary the person involved will be blocked from the RWT sites and reported to the relevant social media platform/ police. This will be dealt with by RWT staff/ Groundwork as LTO or RWT’s Local Trust representative.

If you receive a report of an incident or crime through social media please ensure you refer this to the appropriate channels. If someone wishes to report a crime they can do so by contacting 101. Anyone in immediate danger should always call 999.

**Personal use of social media**

You may share any relevant messages that have come through the official RWT Channels through your personal accounts.

RWT appreciate you may wish to reference your involvement with RWT on any personal social media accounts. Never use your personal account to make statements on behalf of the service or to engage in conversations that require an official response through the official RWT Channels.

Also please bear in mind that any statements you make or items that you post can reflect on both your and RWT’s reputation. Once something is posted on your personal social media it is in the public forum. Remember the ***golden rule.***

If you engage in conversations about the service in that capacity and someone requires an official response you should refer to the official RWT channels or the RWT website.