



Social Media Policy

Introduction

SHINE for Autism seeks to use all relevant, accessible means of communication, including social media.

Scope

This policy applies to all trustees. You must be familiar with this policy and comply with its terms. We may supplement or amend this policy with additional procedures and guidelines from time to time. Any new or modified policy will be circulated to trustees before being adopted.

Induction

All trustees will view a copy of this policy as part of the induction process. Updated copies will be provided whenever there is a substantial change in the law or our policy and procedure.

Responsibilities for input

Social media accounts for SHINE for Autism will be set up by the trustees. Upkeep, maintenance and input of profiles and entries will only be carried out by the trustees.

Password protection

Gaining access to social media accounts requires the inputting of a correct email address and user password. The password will be changed if there is any reason to believe that someone other than a SHINE for Autism trustee knows it.

Privacy Protection

SHINE for Autism will always consider the privacy of colleagues and others and will never broadcast open details (including photos of individuals) that may reveal personal information such as home address, date of birth, street name, car number plate or other similar information.

On Facebook SHINE for Autism will have an organisation page, not individual accounts. Lists of people clicking on the 'Likes' button will only be available to SHINE for Autism.

Monitoring content

Nothing detrimental to SHINE for Autism will be posted by trustees on SHINE for Autism social media sites.

Wall posts and other comments posted by others will be monitored. If posts are deemed unsuitable they will be deleted. Postings from people who frequently post unsuitable comments will be blocked.

SHINE for Autism trustees will not post comments on other social media sites, without checking content with the trustees.

Personal social media

On personal social media sites:

- You may not share confidential information about SHINE for Autism.
- You should exercise good judgement and post nothing detrimental to SHINE for Autism on these sites.

Consequences of failing to comply

We take compliance with this policy very seriously. Failure to comply puts both you and the charity at risk.

The importance of this policy means that failure to comply with any requirement may lead to your position being revoked.

Monitoring

Everyone must observe this policy.

The trustees are responsible for this policy. The trustees will review and monitor this policy annually to make sure it is effective, relevant, and adhered to.

This policy is to be read in conjunction with the following policies and documents:

- Confidentiality Policy
- Photos and Images Policy

Review date: 1st August 2022