



# KJV Community Children's Choir

Registered Charity No: 1198653

## Social Media Policy

The purpose of this policy is to provide a guide for staff, volunteers and trustees on using social media to promote the work of KJV Community Children's Choir ("KJV") and in a personal capacity.

### Introduction

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Social media is essential to the success of communicating KJV's work. It is important for some staff, volunteers and trustees to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of KJV's work.

The difference between a personal and professional opinion can be blurred on social media, particularly when discussing issues relating to KJV's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members, volunteers and trustees and applies to content posted on both KJV media and personal media. Before engaging in work-related social media activity, staff, volunteers and trustees must read this policy.

This policy sets out guidelines on how social media should be used to support the delivery and promotion of KJV, and the use of social media by staff, volunteers and trustees in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff, volunteers and trustees support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Our Director of Music is responsible for the day-to-day publishing, monitoring and management of our official social media channels. No other staff, volunteers or trustees can post content on KJV's official channels without their permission.

### Which social media channels do we use?

KJV uses Facebook and has its own Facebook Group named 'KJV – Community Children's Choir'. This is used for the promotion of the choir in general, to add details about upcoming concerts, reflect on previous events and to share other relevant material of interest. The intended audience includes

members of KJV (where they are old enough to have a Facebook account), their family and friends, alumni and other local people who are interested in and supportive of the activities of the choir.

## Guidelines

### Using KJV's social media channels — appropriate conduct

1. The Director of Music is responsible for setting up and managing KJV's social media channels. Only those authorised to do so by them will have access to these accounts.
2. Social media is checked regularly to monitor its activity and respond to any comments. Using Google Alerts, the Director of Music also monitors other social media spaces for mentions of KJV so we can catch any issues or problems early.
3. Be an ambassador for KJV. Staff, volunteers and trustees should ensure they reflect KJV values in what they post and use our tone of voice. All social media content has a purpose and a benefit for KJV, and accurately reflects KJV's agreed position.
4. Staff, volunteers and trustees should not post new content about supporters, alumni or others without their express permission. If they are 'sharing' information already posted about others, including third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from KJV.
5. Staff, volunteers and trustees must ensure they have the consent of a parent or guardian before using interviews, videos or photos that clearly identify a child or young person on social media; this includes alumni who are still under 18.
6. Staff, volunteers and trustees should refrain from offering personal opinions via KJV's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'.
7. When using recorded footage, especially where royalties may be concerned or copyright breached, staff, volunteers and trustees should ensure that all relevant rights for usage must be obtained before publishing material.
8. Staff, volunteers and trustees should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of KJV. By having official social media accounts in place, we can ensure consistency and focus on building a strong following.
9. KJV is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.
10. If a complaint is made on KJV's social media channels, the Director of Music should be alerted before responding. In turn, the Director of Music can seek advice from the trustees.
11. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Not acting can be detrimental to the charity. If any staff, volunteers or trustees become aware of any comments online that they think have the potential to escalate into a crisis, whether on KJV's social media channels or elsewhere, they should speak to the Director of Music.

## Use of personal social media accounts — appropriate conduct

Personal social media has the potential to reach a wider audience of people, many of whom will be supportive of KJV and appropriate use of personal social media may help in promoting the choir - we encourage staff, volunteers and trustees to share posts that we have issued. Where appropriate and using the guidelines within this policy, we encourage staff, volunteers and trustees to do this as it provides a human voice and raises our profile. In addition to the guidelines above, some further guidance when using personal social media is given in the following points.

1. Be aware that any information you make public could affect how people perceive KJV. You must make it clear when you are speaking for yourself and not on behalf of KJV. If you are using your personal social media accounts to promote and talk about KJV's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent KJV's positions, policies or opinions."
2. Staff, volunteers and trustees who have a personal blog or website, or wish to start one, which indicates in any way that they are associated with KJV should discuss any potential conflicts of interest with the Director of Music.
3. If staff, volunteers or trustees are contacted by the press about their social media posts that relate to KJV, they should talk to the Director of Music immediately and under no circumstances respond directly.
4. When representing KJV, staff, volunteers and trustees are expected to hold KJV's position of political neutrality. Those who are politically active in their spare time need to be clear in separating their personal political identity from KJV, and understand and avoid potential conflicts of interest.
5. Never use KJV's logos or trademarks unless approved to do so. Permission to use logos should be requested from the trustees.

## Further guidelines

### Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff, volunteers or trustees are posting content on social media as part of their job or in a personal capacity, they should not bring KJV into disrepute by making defamatory comments about individuals or other organisations or groups.

### Copyright law

It is critical that all staff, volunteers and trustees abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

### Confidentiality

Any communications that staff, volunteers and trustees make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that KJV is not ready to disclose yet.

## Discrimination and harassment

Staff, volunteers and trustees should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official KJV social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

## Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by The Director of Music.

## Use of social media in the recruitment process

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process for staff, volunteers or trustees, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

## Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself.

## Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming. Some members of KJV may be old enough to have their own social media accounts and due regard to their well-being must be given by staff, volunteers and trustees when using the KJV Facebook group or other general groups on media platforms. In line with the KJV Code of Conduct, staff and trustees should not be in direct contact with KJV members via social media or otherwise.

## Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of KJV is not a right but an opportunity, so it must be treated seriously and with respect. For staff, volunteers and trustees, breaches of policy may incur disciplinary action, depending on the severity of the issue.

*Adapted from a model policy published by CharityComms.*

**Policy adopted: April 2023**