



Social Media Policy		
Date Approved: 23/8/23	Authorised by: Cliff Evans	
Review Date: 23/8/24	Signed: 	
Page no: 1	Position: Trustee	

The Avon Centre Social Media Policy

Policy Statement.


Social Media now plays a huge part in engaging and interacting with clients for our Centre. This part of the policy informs staff and volunteers of ways they can keep themselves safe on social media and will ensure they safeguard themselves and clients at all times. Please remember there is no such thing as absolute privacy online.

For Staff:

- If staff use social networks personally, they must assume that their messages are visible to other volunteers, employees, potential members and the public.
- Only staff members or volunteers with management permission are permitted to post on the behalf of the Centre.
- Any Safeguarding issues involved on social media must reported to safeguarding officer.
- Staff must not make offensive comments or posts about other staff members, employees, or volunteers; this can be taken as bullying and harassment or not taken in the context they were written. Bullying and harassment will not be tolerated.
- Staff must not post anything on their social media that could be seen as bringing the Centre into disrepute. This includes, but is not limited to, and content that could be seen as attacking/offensive a person or group of people with characteristics that are protected under the Equalities Act 2010.
- Staff must not use the Centre's social media for any personal discussions or for any individual personal matters even if initiated by other members. Users directed to more appropriate communication channels.
- Staff members and volunteers are not to 'friend' riders on social media sites. Keeping a professional divide and good safe guarding practise.
- Staff members are not to 'friend' any volunteers under the age of 18 or any volunteers who may be defined as an Adult at Risk (see the RDA's Safeguarding Adults at Risk Policy for a definition).
- Photos/videos involving clients only uploaded to the official Avon Centre social media page with permission from every individual client (or parent if under 18.)

For Volunteers

- If volunteers use social networks personally, they must assume that their messages are visible to other volunteers, employees, potential members and the public.
- Only staff members or volunteers with management permission are permitted to post on the behalf of the Centre.
- Any Safeguarding issues involved on social media must be reported to safeguarding officer.
- Volunteers must not make offensive comments or posts about staff members, employees, or other volunteers; this can be taken as bullying and harassment or not taken in the context they were written. Bullying and harassment will not be tolerated.

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- Volunteers must not post anything on their social media that could be seen as bringing the Centre into disrepute. This includes, but is not limited to, and content that could be seen as attacking/offensive a person or group of people with characteristics that are protected under the Equalities Act 2010.
- Volunteers must not use the Centre’s social media for any personal discussions or for any individual personal matters even if initiated by other members. Users directed to more appropriate communication channels.
- Staff members and volunteers are not to ‘friend’ riders on social media sites. Keeping a professional divide and good safe guarding practise.
- Staff members and volunteers are not to ‘friend’ any volunteers under the age of 18 or any volunteers who may be defined as an Adult at Risk (see the RDA’s Safeguarding Adults at Risk Policy for a definition).
- Photos/videos involving clients only uploaded to the official Avon Centre social media page with permission from every individual client (or parent if under 18.)

For Clients

Do not use social Media for any of the following:

- To publish or make comments that are detrimental to the Avon Centre and any of its members.
- To direct abuse or inappropriate comments about other individuals or organisations that participate at The Avon Centre.
- To breach any of the policies at Avon Centre.
- To make any comment or post that is, or could be considered, to be malicious, offensive, abusive, racist, threatening, discriminatory, bullying, defamatory or disrespectful to another person that is involved with The Avon Centre, its employees, officials and participants.
- Do not post information/ images/ footage of clients, volunteers or staff members without their consent.
- ‘Friend’ Staff members on social media.

Related Documentation

- Safeguarding Policy
- Safer Recruitment Policy
- [RDA Safeguarding Adults at Risk Policy](#)