



SOCIAL MEDIA POLICY

Policy for colleagues on using social media to promote the work of the South Eastern Baptist Association or in a personal capacity whilst working for SEBA.

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Social Media Policy

Glossary of terms

The following terms used in SEBA policies and guidance have specific meanings and are defined here to avoid confusion:

- **The Association** – The South Eastern Baptist Association (SEBA);
- **Staff** – Employees and Ministers;
- **Employees** – people who are paid to work for the Association and are not Ministers;
- **Minister(s)** – ordained members of staff;
- **Volunteers** – are those people who carry out a specific role within the Association without being paid;
- **Colleagues** – Staff and volunteers (including trustees);
- **Members** – Baptist churches in the region in membership with the Baptist Union of Great Britain (BUGB);
- **Workers** – The terms worker has a particular legal meaning and defined as ‘An employee (who works under a contract of employment) or one who has any other type of contract (written or unwritten) under which they are personally obliged to work or perform services’.

Who does this policy apply to?

This Policy and guidance is intended for all colleagues and workers including Ministers, employed staff, contractors, volunteers and Trustees and applies to content posted via a SEBA device or a personal device; either during or outside of work hours. Before engaging in work-related social media activity, workers must read this policy.

What is social media?

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.

Why do we use social media?

Social media is essential to the success of communicating the Association’s work. It is therefore important for some colleagues to participate in social media to engage with our members and other audiences, participate in relevant conversations and raise the profile of the Association’s work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you’re discussing issues relating to the Association’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 carry similar obligations to any other kind of publication or commentary in the public domain.

Purpose of the social media policy

This document sets out the Policy and guidelines on how social media should be used to support the strategic aims and operations of the Association, and the use of social media by colleagues 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 colleagues support and expand our official social media channels, while protecting the Association and its reputation and preventing any legal issues.

Internet access and monitoring usage of social media

Currently, colleagues are not restricted from viewing social media on SEBA devices but other employment or data protection policies may apply. Colleagues are permitted to make reasonable and appropriate use of personal social media activity during your breaks. But usage should not be

excessive and interfere with their duties. SEBA has the right to monitor how its devices and IT systems are used and this includes private use.

Management of SEBA's social media

Approved social media administrators are responsible for the day-to-day publishing, monitoring and management of our social media. If you have specific questions about any aspect of social media, speak to the Operations Manager or the Administrator.

Our Facebook account is restricted so no one other than administrators of the account, including the Team Leader and Regional Ministers, can add content or comment unless authorised. Other colleagues should contact the Operations Manager or Administrator if they wish to post content.

Social media administrators must follow this guidance in full, and any other instructions agreed by the Regional Ministry Team, in relation to social media.

Which social media channels do we use?

SEBA currently uses Facebook, YouTube and WhatsApp but may add more social media channels in the future.

SEBA uses its Facebook and YouTube channels to share news from the Association and its Members, to support and promote the work of the Charity and its Members and partner organisation. WhatsApp is used as an internal communications channel.

Safeguarding

The Association takes safeguarding of children and adults at risk very seriously and recognises the potential harm that can be caused by social media content. Any concerns with regard to safeguarding, either on SEBA's social media channels or any other social media relating to SEBA, must be reported to the Safeguarding Lead. Matters of a serious and urgent nature, especially if the Safeguarding Lead is not available, should be reported to the Police and brought to the attention of the Team Leader and Operations Manager as soon as possible.

It is important to note that special rules are in place to protect children and young people. Images of children (under 18 years of age) should never be used in any social media post without parental permission and personal details of children must never be disclosed. Further guidance must be sought from the Safeguarding Lead before using images of children on social media.

Please also refer to the Safeguarding Policy for further information.

Data Protection

Any concerns relating to personal data (which includes images of people), such as a potential data breach must be brought to the attention of the Data Protection Officer (DPO) as soon as possible (The Operations Manager is the DPO for the Association). Steps should be taken immediately to limit in any data breach.

Please refer to the Data Protection Policy for further information.

Serious incidents

If any colleague or worker suspects a serious incident as described by the Charities Commission this must be escalated to the Operations Manager or Team Leader immediately. This includes:

- harm to the charity's beneficiaries, staff, volunteers or others who come into contact with SEBA through its work (including via social media);
- harm to SEBA's work or reputation (this extends to our members).

Serious incidents will be reported to the Association's trustees and to the Charities Commission. Incidents may also be reported to the Police or the Information Commissioner's Office as appropriate.

Guidance

Policy Owner	Operations Manager
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1.0	New Policy	08/07/2024