

Dated 10th October 2023



SOCIAL MEDIA POLICY

This policy provides guidance for volunteer use of social media, which should be broadly understood for purposes of this policy to include blogs, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of Newbury Soup Kitchen as well as personal use of social media when referencing Newbury Soup Kitchen.

- Volunteers need to know and adhere to the organisation's policies when using social media.
- Volunteers should always be aware of the effect their actions may have on their images as well as Newbury Soup Kitchen's image. The information that volunteers post or public on social media may be public information for a long time.
- Volunteers should be aware that Newbury Soup Kitchen may observe content and information made available by volunteers through social media. Volunteers should use their best judgement in posting material that is neither inappropriate nor harmful to Newbury Soup Kitchen its volunteers or service users/clients.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary content, or images that are defamatory, pornographic, propriety, harassing, libellous, political, faith-driven or that can create a hostile work environment.
- Volunteers are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with team leaders.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Volunteers should refer these inquiries to authorise Newbury Soup Kitchen CEO, Trustees or Lead Volunteer.
- If volunteers find or encounter a situation while using social media that threatens to become antagonistic, volunteers should disengage from the dialogue in a polite manner and seek the advice of a senior member of the team.
- **NO** images or other information about Service Users (Clients) may be posted online or in the press by volunteers.

