

Pulmonary Fibrosis Trust (PF Trust) Social Media Policy

Policy revision:
Issue Date:
Next review date:
Contact for document:

SMP V1
April 2020
April 2021
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Introduction

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 PF Trust's work. It is important for some people to participate in social media on behalf of PF Trust to engage with our audience, participate in relevant conversations and raise the profile of the PF Trust. The PF Trust aims to be active across all social media platforms to ensure that patients and carers are able to identify and communicate with the PF Trust for support.

Why do we need a social media policy?

- Provides guidelines to maintain the PF Trust's brand identity and vision
- Provides a reminder to use common sense when posting on social media
- Ensures legal, confidential and regulatory issues are followed
- Provides a differentiation between a personal and a professional opinion
- Ensures that any crisis can be quickly identified, with a clear plan to address any such issues
- Whatever is posted is permanent, and consideration should be given before publishing a post

This policy is intended for all the PF Trust team (trustees, ambassadors, volunteers and any other individuals representing the PF Trust) and applies to content posted on any device. Before engaging in charity-related social media activity, team members must read this policy.

Purpose

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of the PF Trust, and the use of social media by the team 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 the team support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Point of contact for social media

The Social Media Manager (Trustee) and Executive Business Support (EBS) are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, please speak to the Social Media Manager. No other team member can post content on the PF Trust's official channels without the permission of the Social Media Manager.

Contact: info@pulmonaryfibrosistrust.org

Which social media channels do we use?

The PF Trust uses the following social media channels:

Facebook: <https://www.facebook.com/pulmonaryfibrosistrust/>

Twitter: <https://twitter.com/PFTrust>

Instagram: <https://www.instagram.com/pulmonaryfibrosistrust/>

Guidelines

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to the PF Trust'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.

Using PF Trust's social media channels — appropriate conduct

1. Only those authorised to do so by the Social Media Manager will have access to these accounts.
2. Be an ambassador for our brand. The PF Trust's team should ensure they reflect PF Trust's values in what they post and use our tone of voice. Our social media strategy sets out our tone of voice that all should refer to when posting content on PF Trust's social media channels.
3. Make sure that all social media content has a purpose and a benefit, and accurately reflects PF Trust's agreed position.
4. Bring value to our audience(s). Answer their questions, support and engage with them. However, never provide medical advice.
5. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also, check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
7. Content should not be posted about supporters or service users without their express permission. If staff are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from the PF Trust. If using interviews, videos or photos that clearly identify an individual, permission must be granted. A team member must ensure they have the consent of a parent or guardian before using interviews, videos, and photos that clearly identify a child or young person.
8. Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification.
9. Refrain from offering personal opinions via PF Trust's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'.
10. All relevant rights for usage must be obtained before publishing material.
11. The team should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of the PF Trust. This could confuse messaging and brand awareness. By having official social media accounts in place, the PF Trust can ensure consistency of the brand and focus on building a strong following.
12. The PF Trust 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.

13. If a complaint is made on PF Trust's social media channels, the team member should seek advice from the Social Media Manager and complaints policy before responding.
14. 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. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

EBS regularly monitors our social media spaces for mentions of the PF Trust so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, EBS will inform the Social Media Manager and Chair of the PF Trust to discuss a plan and response where required. Often, responding to a problem post, can give the opportunity to provide a positive response to any negativity, if the appropriate response is given.

If any individual becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on the PF Trust's social media channels or elsewhere, they should speak to either EBS or the Social Media Manager.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. All individuals are expected to behave appropriately, and in ways that are consistent with PF Trust's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive the PF Trust. You must make it clear when you are speaking for yourself and not on behalf of the PF Trust. If you are using your personal social media accounts to promote and talk about the PF Trust, you must follow this policy and only use a tone that reflects the PF Trust's voice.
2. Use common sense and good judgement. Be aware of your association with the PF Trust and ensure your profile and related content is consistent with how you wish to present yourself to PF sufferers, donors and the general public.
3. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the PF Trust's Chair and/or EBS to share the details.
4. If a team member is contacted by the press about social media posts that relate to the PF Trust they should talk to the Social Media Manager immediately and under no circumstances respond directly.
5. The PF Trust is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing the PF Trust, staff are expected to hold the PF Trust's position of neutrality. Team members who are politically active in their spare time need to be clear in separating their personal political identity, and understand and avoid potential conflicts of interest.
6. Never use PF Trust logos or trademarks unless approved to do so.
7. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

8. Think about your reputation as well as the PF Trust's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are acceptable, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

9. We encourage everyone to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support the PF Trust and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Social Media Manager or EBS who will respond as appropriate.

Definitions and responsibilities

Libel

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

Copyright law

It is critical that we all abide by the laws governing copyright. 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 made in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that the PF Trust is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

Discrimination and harassment

We should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official 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

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. For example, Facebook. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the PF Trust Chair and/or EBS immediately.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the PF Trust is not a right but an opportunity, so it must be treated seriously and with respect. Any who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Social Media Manager or EBS. When in doubt, ask. Any breach of this policy may be dealt with by the current disciplinary process.