

Social media policy

Distraction Community and Youth Project

Distraction Community and Youth Project will be using social media to contact, inform and interact with our community. The following policy outlines what actions are appropriate and what is unacceptable.

All members (including workers, young people, and parents) should use social media for its proper use. No worker should be “friends” with a young member of any group, unless they were so before (through family/connections outside of *Distraction*). All members must adhere to the code of conduct, including the prohibition of workers/young people contacting one another privately. Contact should only be made through official channels.

Facebook page

Distraction Community and Youth Project will be using a Facebook page to share details about events, promote community movements (such as petitions and funding appeals) and to keep followers up to date on matters involving the community.

Where appropriate, the account manager will respond to relevant comments and messages in a professional manner. No “kisses” will be used in messages, nor emoticons such as hearts. Furthermore, emoticons that may be interpreted in an offensive or suggestive manner will not be used. Simple emoticons such as smiling faces, sad faces, thumbs up/down, and images related to events (e.g. footballs, rounders bat, painting) can be used.

The *Distraction* account will not enter into negative exchanges with trolls or aggressive individuals.

Facebook group

A private Facebook group will be set up for young people, workers and parents. Participants will be required to agree to terms of service before being accepted as a member.

The group will be used to share events, details or meetings and to inform members of cancellations/detail changes. Members of the group are able to

comment on posts and workers/the *Distraction* page may reply to these in a professional manner.

All posts will need to be approved by admins before they are shared for members to see. If someone is found to be posting/sharing inappropriate content, they will be asked to discuss this with **Lee Davis** or a trustee. If a resolution cannot be found, they will be removed from the group.

Instagram

The *Distraction Community and Youth Project* have an official Instagram account “distractioncommunity”. The admin may use this to share updates and seek volunteers, often sharing the same information as has been posted on Facebook in order to ensure all updates reach members of the group.

Distraction may use this to privately message individuals above the age of 18 regarding voluntary services. This may include:

- Workers who are public facing
- Admin workers (policies, content creators)
- Prospective workers

Distraction will respond to private messages from young people/parents regarding queries about events **only**. *Distraction* will not enter private conversation with young people or parents about any matters outside of services.

Distraction may, however, make public comments on posts, where appropriate, in order to boost engagement, develop a sense of community and share information. No “kisses” will be used in messages or comments, nor emoticons such as hearts. Furthermore, emoticons that may be interpreted in an offensive or suggestive manner will not be used. Simple emoticons such as smiling faces, sad faces, thumbs up/down, and images related to events (e.g. footballs, rounders bat, painting) can be used.

Whatsapp

Whatsapp groups may be used by workers, but no parents/young people should be contacted through Whatsapp.

A Whatsapp group will be created for:

- Trustees
- Financial/fundraising team
- Social media content creators
- Workers involved in group projects

Members of these groups must be respectful and professional. No worker should use these groups in order to contact other workers in an unprofessional manner. No worker should use or share private information gained from this group (e.g. phone numbers).

If workers would like to privately contact other members of the group, they must not find and use their phone number from the group list without permission. They must message within the group to ask permission to use their details first, so that the individual is aware of who is contacting them and other members can agree that contact is consensual. If a worker privately contacts another without permission or in a suggestive manner, the contacted individual is within their rights to make a complaint (see complaints and grievances policy)

Distraction wishes to reinforce the rule that no contact between workers and young people should take place outside of official channels outlined here.

Workers should not be friends with or follow young people online, unless previously connected in some way outside of the group (e.g. family). Young people agree not to contact, friend or follow workers in their code of conduct.

These policies are to protect both young people and workers involved with the project. Social media is to be used sensibly and respectfully by all.