

Social Networking Policy and Procedure

Policy Statement

Home-Start Oldham Stockport & Tameside is committed to promoting and protecting the reputation of Home-Start and to ensuring that all those associated with Home-Start are treated with respect and confidentiality.

Procedures

1. Home-Start Oldham Stockport & Tameside's online presence

- 1.1 The trustees are responsible for ensuring that Home-Start Oldham Stockport & Tameside's online presence does not breach our confidentiality or equal opportunities policy and that the scheme's good reputation is maintained
- 1.2 Content is approved by the Scheme Development Manager and upload by the Volunteer Development Officer
- 1.3 Privacy settings are set as agreed by the trustees
- 1.4 Photographs are only uploaded with the consent of all those pictured
- 1.5 Quarterly checks that the website / social networking site content is appropriate and up to date are undertaken by the Vice Chair
- 1.6 The Home-Start corporate identity is used correctly and identifies the site by the scheme name and logo.
- 1.7 Any complaints that may be brought up on the site are immediately responded via a private communication channel, and follows the scheme's complaints procedure.

2. Trustees and staff's personal use of social networking

- 2.1 Trustees and staff ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Home-Start families if they discuss Home-Start in their personal blogs or on social networking accounts
- 2.2 Trustees and staff are encouraged to promote and celebrate Home-Start's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect as above

- 2.3 Staff do not engage in personal social networking activities during work hours
- 2.4 Trustees and staff ensure that they do not bring Home-Start Oldham Stockport & Tameside's or the wider Home-Start network into disrepute by making inappropriate comments in their personal blogs / social networking accounts
- 2.5 Home-Start staff do not add any current volunteer (active or resting) as a facebook/social network friend; in order to maintain the appropriate service boundaries
- 2.6 Home-Start staff and trustees do not add any family referred to or supported by Home-Start as a facebook/social network friend
- 2.7 Breaches of confidentiality or equal opportunities and diversity policies are treated seriously, and may be addressed through the disciplinary process
- 2.8 Trustees and staff do not use the Home-Start logo or corporate identity materials on personal websites, blogs or social networking accounts. They may link to and /or endorse official Home-Start sites.
- 2.9 New trustees and staff receive this policy as part of their induction into Home-Start

3. Volunteers' personal use of social networking

- 3.1 Volunteers ensure that they do not breach the confidentiality or dignity of staff, other volunteers or Home-Start families if they discuss Home-Start in their personal blogs or on social networking accounts
- 3.2 Volunteers are encouraged to promote and celebrate Home-Start's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect as above
- 3.3 Volunteers do not add any Home-Start supported family as a facebook/social network friend during the period of their support by the scheme
- 3.4 Once support to a family has ended, the volunteer and family may choose to continue their relationships as friends and to meet and communicate through social networking sites. This is a private arrangement and outside the Home-Start service
- 3.5 Volunteers do not use the Home-Start logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific Home-Start promotional/ 'supporter' badges as approved and encouraged by Home-Start UK and the scheme
- 3.6 Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the scheme
- 3.7 New volunteers receive this policy as part of their induction into Home-Start

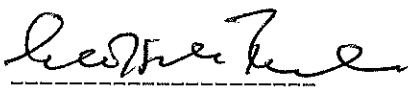
4. Previous links on social networks

- 4.1 Home-Start Oldham Stockport & Tameside recognises that in the community it serves, families, volunteers, trustees and staff may have been friends or acquaintances prior to their involvement with Home-Start. There is no desire to police personal relationships; these procedures are intended only to

maintain appropriate service boundaries and to protect the reputation of Home-Start and the confidentiality of those we work with.

Where staff, volunteers or families have existing facebook/social networking friendships with others connected with Home-Start, these may be maintained, but they should not at any time discuss or comment on any operational or confidential Home-Start matters on the network.

Date policy adopted: 11th April 2018

Signature of Chair: 

Date policy to be reviewed MAR-21

