

## The SUN Network Cambridgeshire and Peterborough Social Media Policy

### 1. Purpose of the Social Media Policy

This policy outlines how The SUN Network Cambridgeshire and Peterborough will utilise social media platforms to achieve its organisational objectives. It also provides guidance for staff on the appropriate use of social media. Social media is a vital tool for communication and interaction online, offering an opportunity to enhance access to our services, share information and advice, and gather people's experiences of services.

### 2. Definition of Social Media

Social media refers to software applications and web services designed to enable community interactions. These platforms allow users to share user-generated content in real-time, including text, images, videos, and hyperlinks. Common social media platforms include YouTube, Facebook, Instagram, Twitter, LinkedIn, and Pinterest, among others.

### 3. Purpose of Using Social Media Platforms

Social media platforms will be used to:

- Promote The SUN Network and further its mission
- Deliver support, information, and advice resources
- Engage specific stakeholder groups with clear, consistent messages
- Share service user recovery journeys related to addiction and mental health
- Promote opportunities for collaboration and co-production
- Provide information to help people make informed choices

### 4. Managing Organisational Social Media Profiles

The SUN Network's social media profiles will be managed by the Social Media and Content Creation post. All activities will comply with organisational policies and procedures. New profiles can be created, or ineffective accounts closed with the agreement of the Executive Director.

Moderators for Networking Profiles:

- Social Media and Content Creation post
- Executive Director

A secure list of all social media account login details will be maintained, with passwords updated every three months or sooner if necessary. Proper copyright permissions and GDPR-compliant consent for all posted content must be ensured.

### 5. Managing User Content

Personal details should be shared via private messaging or email, not public forums. Moderators must promptly address issues such as abusive content or personal

information breaches. Offensive or inappropriate posts will be handled according to platform-specific guidelines, and, if necessary, reported to the police.

## **6. Staff Use of Social Media Profiles**

Staff are encouraged to maintain work-based social media accounts for professional development and organisational objectives. Staff profiles should use work-based contact details and be separate from personal profiles, except for LinkedIn.

Staff must adhere to organisational values. Any media inquiries via social media should be referred to the Executive Director.

While it is acceptable for staff to share and promote The SUN Network's work on their personal social media profiles, staff should refrain from befriending or connecting with service users on personal accounts. This is to maintain professional boundaries and ensure the confidentiality and trust of our service users.

When sharing content from The SUN Network's social channels that includes discussions of sensitive or emotive topics such as suicide, staff should provide a note or trigger warning indicating that these themes are present. This helps to ensure that readers are prepared for the content they are about to view, or to opt out of viewing the content.

## **7. Photo and Video Consent**

Before featuring individuals in photos or videos on social media, The SUN Network must obtain consent. Written consent should be obtained where possible using the consent form (Annex A); however, if staff are out and about and unable to secure written consent, verbal consent may be used. In both cases, staff must clearly explain to the individuals that they have the right to withdraw their consent at any time, and The SUN Network will honour such requests by deleting the content in which they appear.

This ensures compliance with GDPR and respects individuals' privacy and rights.

## **8. Security and Risk Management**

Appropriate security settings must be used on social media applications to protect against intrusions. Users should be notified if they are being photographed or videoed, and informed how the imagery will be used.

## 9. Approval and Review

Approved by The SUN Network Board of Directors: 29<sup>th</sup> October 2024

Date of next review: October 2027

Responsible Officer: Executive Director

Signed: 

Kev Cliff

Chair of Directors

Date: 29<sup>th</sup> October 2024

Signed: 

Lois Sidney

Executive Director

Date: 29<sup>th</sup> October 2024

Annex A

## The SUN Network Cambridgeshire and Peterborough Photo and Video Consent Form

### Personal Information

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Consent Statement

I, the undersigned, hereby grant The SUN Network Cambridgeshire and Peterborough permission to use my photograph/video image in any and all of its publications, including social media and website entries, without payment or any other consideration.

I hereby authorise The SUN Network to edit, alter, copy, exhibit, publish, or distribute this photo/video for purposes of publicising The SUN Network's programs or for any other lawful purpose.

I understand that I have the right to request the deletion of any content featuring my image or likeness at any time. The SUN Network will comply with such requests in accordance with GDPR regulations and ensure that my data protection rights are respected.

I understand that The SUN Network may not be able to re-call any/all images/content that are shared through You tube or social media channels.

### Consent Details

Purpose of use: \_\_\_\_\_

Proposed date(s) of use (If known) : \_\_\_\_\_

By signing below, I acknowledge that I have read, understood, and agreed to the above conditions.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_