



## **THE NATIONAL SOCIETY FOR EDUCATION IN ART AND DESIGN'S SOCIAL MEDIA POLICY**

The NSEAD'S guide for staff and volunteers on using social media to promote the work of the Society and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. NSEAD will amend this policy, following consultation, where appropriate. Date of last review: 8 June 2020

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## Introduction

### What is social media?

Social media is the term given to web-based tools and applications that 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 and Instagram.

### Why do we use social media?

Social media is essential to the success of communicating NSEAD's work. It is important for some staff to participate in social media to engage with our members and partners, to participate in relevant conversations with stakeholders and to raise the profile of NSEAD's work.

### Why do all staff (officers and volunteers) need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to NSEAD's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone (staff and volunteers alike) to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members (officers and administration) and board members, volunteers and trustees, and applies to content posted on both an NSEAD device and a personal device. Before engaging in work-related social media activity, staff must read this policy.

### 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 NSEAD and the use of social media by staff in both a professional and personal capacity. It sets out what we must all be aware of when interacting in these spaces and is designed to help staff 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 NSEAD officer(s) responsible for the day-to-day publishing, monitoring and management of NSEAD's social media channels. If you have specific questions about any aspect of these channels, in the first instance please speak to the Deputy General Secretary.

### Which social media channels do we use?

NSEAD (May 2020) uses the following social media channels:

**Facebook Group – NSEAD Online:** [facebook.com/groups/NSEADOnline](https://www.facebook.com/groups/NSEADOnline)

**Facebook Page – National Society for Education in Art and Design:** [facebook.com/National-Society-for-Education-in-Art-and-Design](https://www.facebook.com/National-Society-for-Education-in-Art-and-Design)

**Twitter:** @NSEAD1 [twitter.com/NSEAD1](https://twitter.com/NSEAD1)

**Instagram:** @NSEAD1

## Purpose of each channel:

### Facebook:

**NSEAD Online** is a place for NSEAD to share good practice and opportunity to network with others. NSEAD also uses it as a space to share information (e.g. CPD info) about our work, trade union aims and to share our research, resources and policy developments. Similarly, our **Facebook Page** is used to share news about our work, CPD opportunities. Members and partner organisations wishing to share CPD opportunities and/or offers are asked to request permission from the NSEAD team.

**NSEAD Twitter:** Is used to connect with members, partners, patrons and policy makers. Through Twitter, we aim to raise awareness about our work, our mission and vision, share NSEAD resources and CPD opportunities. On behalf of members and partners we can share vacancies and/or offers.

**NSEAD Instagram:** Is mostly used as good news space, to share snapshots about our work, our activities and events, training and resources.

## Guidelines

### Using NSEAD's social media channels — appropriate conduct

1. NSEAD officers are responsible for setting up and managing NSEAD's social media channels. Only those authorised to do so by NSEAD will have access to these accounts.
2. Officers of NSEAD check content throughout the week and every weekend throughout the year – in order to do this we also ask, when/if possible, members serving on Council to help by reporting any concerns and, to engage in conversations and posts. All volunteers and staff must remember that they are the voice of the Society.
3. Be an ambassador for our brand. Staff should ensure they reflect NSEAD's values in what they post and use our tone of voice.
4. Make sure that all social media content has a purpose and a benefit for NSEAD, and accurately reflects NSEAD's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them.
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting.
8. If staff outside of the NSEAD's communications officer and admin team wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak in the first instance to the Sophie Leach about this.
9. Staff shouldn't post content about supporters or members without their express permission. If staff are sharing information about members, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from NSEAD. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.
10. Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

12. Staff should refrain from offering personal opinions via NSEAD's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about NSEAD's position on a particular issue, please speak an NSEAD officer.

13. It is vital that NSEAD does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Staff should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of NSEAD. This could confuse messaging and brand awareness. By having official social media accounts in place, the NSEAD can ensure consistency of the brand and focus on building a strong following.

16. NSEAD 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.

17. If a complaint is made on NSEAD's social media channels, staff should seek advice from an officer of the Society before responding.

18. Sometimes issues can arise on social media that can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Examples might include: ill-advised trade union advice; members posting information or sharing images which are unprofessional. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The NSEAD officers regularly monitor our social media spaces for mentions of NSEAD so we can catch any issues or problems early. If our members or members of Council identify there is an issue that could develop or has already developed into a crisis situation, the officers will liaise and draw up a management plan. NSEAD reserves the right to remove any service user, member or partner organisation from using our social media channels.

If any staff outside of the officer team become aware of any comments online, concerning NSEAD, that they think have the potential to escalate into a crisis, whether on our own social media channels or elsewhere, they should speak to an officer of NSEAD immediately.

## **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. NSEAD staff are expected to behave appropriately, and in ways that are consistent with NSEAD's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive NSEAD. You must make it clear when you are speaking for yourself and not on behalf of NSEAD. If you are using your personal social media accounts to promote and talk about NSEAD's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent NSEAD's positions, policies or opinions."

2. Staff who have a personal blog or website which indicates in any way that they work at NSEAD, or if they wish to state they are on NSEAD's Council or F&GP, should discuss any potential conflicts of interest with an officer of NSEAD. Similarly, staff who want to start blogging and wish to say that they work for NSEAD should discuss any potential conflicts of interest with an officer of NSEAD.

3. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing NSEAD's view.

4. Use common sense and good judgement. Be aware of your association with NSEAD and ensure your profile and related content is consistent with how you wish to present yourself to the public, colleagues, partners and funders.

5. NSEAD works with several high profile people, including celebrities and politicians. Please don't approach high profile people from your personal social media accounts to ask them to support NSEAD, as this could hinder any potential relationships that the Society is aiming to grow. This includes asking for retweets about NSEAD. 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 an NSEAD officer to share the details.

7. If a staff member is contacted by the press, about their social media posts that relate to NSEAD, they should talk to an officer immediately and under no circumstances respond directly.

8. NSEAD 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 NSEAD, staff are expected to hold NSEAD's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from NSEAD, and understand and avoid potential conflicts of interest.

9. Never use NSEAD's logo unless approved to do so. Permission to use logos should be requested in the first instance from the General Secretary of NSEAD.

10. Always protect yourself and the Society. 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. When you are using social media sites at work, it is important that you do so safely.

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

12. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, and when visiting NSEAD Online, Twitter or in Instagram, you might also see opportunities to comment on or support 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 an officer who will respond as appropriate.

## Further guidelines

### 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 NSEAD into disrepute by making defamatory comments about individuals or other organisations or groups.

### Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. 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 that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that NSEAD is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

### Discrimination and harassment

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

### Use of social media in the recruitment process

Recruitment should be carried out in accordance with the *NSEAD Recruitment Policy* and NSEAD Constitution and associated procedures and guidelines. Any advertising of vacancies should be done through the NSEAD admin team. Vacancies are shared in our newsletter, website and Twitter.

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision. This is in line with NSEAD's Equal Opportunities Policy.

### 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 an NSEAD officer immediately.

### Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with NSEAD follows the same rules as the offline 'real-life' relationship. Staff should ensure that

young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the young person and NSEAD content and other content is appropriate for them.

### **Responsibilities and breach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of NSEAD is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action (e.g. removal from social media groups) depending on the severity of the issue. Please also refer to the NSEAD's constitution for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from an NSEAD officer.

### **Public Interest Disclosure**

Under the Public Interest Disclosure Act 1998, if a staff member releases information through NSEAD's social media channels that is considered to be in the interest of the public, an NSEAD officer must be informed before any further action is taken.