



# **The Palestine Trauma Centre (UK)**

## **SOCIAL MEDIA POLICY**

A guide for trustees and associates on using social media to promote the work of the Palestine Trauma Centre (UK) and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. The Palestine Trauma Centre (UK) will amend this policy, following consultation, where appropriate.

Date of last review: 10 January 2020

## 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, YouTube and Instagram.

### Why do we use social media?

Social media is essential to the success of communicating the Palestine Trauma Centre (UK)'s work. It is important for some trustees to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of the Palestine Trauma Centre (UK)'s work.

### Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to the Palestine Trauma Centre (UK)'s work. While the Palestine Trauma Centre (UK) encourages the use of social media, the Palestine Trauma Centre (UK) has certain standards, outlined in this policy, which the Palestine Trauma Centre (UK) requires you 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 of the Palestine Trauma Centre's trustees, members, and associates. This policy applies to the content posted on the Palestine Trauma Centre (UK)'s devices and web-site and devices. This policy also applies to personal web-sites and *devices*.

Before engaging in Palestine Trauma Centre (UK) related social media activity, all concerned 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 the Palestine Trauma Centre (UK), and the use of social media 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 you support and expand the Palestine Trauma Centre (UK)'s official social media channels, while protecting the charity, its reputation and preventing any legal issues.

### Internet access and monitoring usage

There are currently no access restrictions to any social media sites used in relation to the work of the the Palestine Trauma Centre (UK). However, when using the Internet, it is important that all concerned refer to this Social Media Policy. As an individual you are permitted to make reasonable and appropriate use of personal social media activity but due diligence should be maintained when referring to the Palestine Trauma Centre (UK) and/or its work. You must always remember that the Palestine Trauma Centre (UK) seeks to help to relieve trauma and does not support any political or religious groups.

### Point of contact for social media

The Chair of the Board of Trustees and the Data Protection Officer are responsible for the day-to-day publishing, monitoring and management of the Palestine Trauma Centre (UK)'s social media channels. If you have specific questions about any aspect of these channels, you are to contact the Chair of the Board of Trustees and/or the Data Protection Officer. No other person can post content on the Palestine Trauma Centre (UK)'s official channels (for example, the web-site) without the permission of the the Chair of the Board of Trustees and/or the Data Protection Officer.

### Which social media channels do we use?

Currently the Palestine Trauma Centre (UK) only uses You-Tube as a social media channel. This does not preclude that the Palestine Trauma Centre (UK) will not use other Social Media channels in the future. Furthermore, this does not exclude members of the Palestine Trauma Centre (UK)

from using other Social Media channels to promote the work of the Palestine Trauma Centre (UK) such as: Facebook, Twitter, Instagram, LinkedIn, Reddit and Quora.

## Guidelines

### **Using the Palestine Trauma Centre (UK)'s social media channels — appropriate conduct**

1. The Chair of the Board of Trustees and/or the Data Protection Officer are responsible for setting up and managing the Palestine Trauma Centre (UK)'s social media channels. Only those authorised to do so will have access to these accounts.
2. The use and monitoring of Social Media channels are conducted on an ad-hoc basis due to the nature of the volunteering within the Palestine Trauma Centre (UK). Hence, comments and responses to Social Media postings are also conducted on an ad-hoc basis.
3. You must be an ambassador for the Palestine Trauma Centre (UK). You must ensure that any postings on any personal Social Media channel regarding the the Palestine Trauma Centre (UK) that you make reflect the Palestine Trauma Centre (UK) values. You must always remember that the Palestine Trauma Centre (UK) seeks to help to relieve trauma and does not support any political or religious groups. You must use due diligence to what you post, the way you post and the tone of your voice in the posting.
4. You must ensure that all social media content has purpose and benefit for the Palestine Trauma Centre (UK), and accurately reflects the Palestine Trauma Centre (UK)'s agreed position.
5. You should bring value to our audience(s). Answer their questions, help and engage with them.
6. Take care with the presentation of content. Attempt to ensure that there are no typographical errors, misspellings or grammatical errors. Also check the quality of images.
7. Prior to posting content other people's work you must seek permission from them and/or check that you are not breaching copyright. You must also clearly site ownership of the content and where applicable provide an appropriate reference.
8. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
9. Content about supporters or service users or third party organisations should not be used without their express permission. If information sharing about supporters is being used, then this content should be clearly labelled so our audiences know it has not come directly from the Palestine Trauma Centre (UK). If using interviews, videos or photos that clearly identify a child or young person, you must ensure they have the consent of a parent or guardian before using them on social media.
10. Always check facts. You 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. Always ensure that your content emphasises the context in which it is being used, and be aware that postings can be taken (and used) out-of-context. Whenever possible stress the context that the posting belongs to.
12. Be honest. Say what you know to be true or have a good source for. If you have made a mistake, do not be afraid to admit it.
13. You should refrain from offering personal opinions via the Palestine Trauma Centre (UK)'s social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you do post personal opinions you should state so, and also state that this opinion may not necessarily reflect the opinion of the Palestine Trauma Centre (UK). If you are in doubt about the Palestine Trauma Centre (UK)'s position on a particular issue, please speak to the Chair of the Board of Trustees and/or the Data Protection Officer.

14. It is vital that the Palestine Trauma Centre (UK) does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt or a photograph to be used as an image.

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

16. You should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of the Palestine Trauma Centre (UK). This could confuse messaging and the nature of the charity's work. By having an official social media account in place, the Chair of the Board of Trustees and/or the Data Protection Officer can ensure consistency of the charity's work and focus on building a strong following.

16. The Palestine Trauma Centre (UK) 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 cannot tell people how to vote.

17. If a complaint is made about the Palestine Trauma Centre (UK)'s social media channels, you should seek advice from the the Chair of the Board of Trustees and/or the Data Protection Officer before responding.

18. 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. Examples might include: postings on social media channels such as Facebook, YouTube, Instagram etc. which have been taken out of context. This may also include partners we work with and/or our associates. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity. If you do note such instances please inform the the Chair of the Board of Trustees and/or the Data Protection Officer at once, so appropriate action can be taken.

The the Chair of the Board of Trustees and the Data Protection Officer regularly monitor our social media spaces for mentions of the Palestine Trauma Centre (UK) 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, the Chair of the Board of Trustees and/or the Data Protection Officer will follow the Palestine Trauma Centre (UK)'s Risk Assessment Policy. For example, the issue may be added to the 'living' risk register, to attempt to resolve the issue following the Risk Assessment Policy and report back to the charity's trustees.

If you become aware of any comments online that you think have the potential to escalate into a crisis, whether on the Palestine Trauma Centre (UK)'s social media channels or elsewhere, then you should contact the Chair of the Board of Trustees and/or the Data Protection Officer 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. As an ambassador of the Palestine Trauma Centre (UK) you are expected to behave appropriately, and in ways that are consistent with the Palestine Trauma Centre (UK)'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 Palestine Trauma Centre (UK). You must make it clear when you are speaking for yourself and not on behalf of the Palestine Trauma Centre (UK). If you are using your personal social media accounts to promote and talk about the Palestine Trauma Centre (UK)'s work, you must use a disclaimer such as: "The views expressed on this site are my own and do not necessarily represent the Palestine Trauma Centre (UK)'s positions, policies or opinions." You must always remember that the Palestine Trauma Centre (UK) seeks to help to relieve trauma and does not support any political or religious groups. You must use due diligence to what you post, the way you post and the tone of your voice (posting).

2. If you have a personal blog or website which indicates in any way that you help the Palestine Trauma Centre (UK) you should discuss any potential conflicts of interest with the Chair of the Board of Trustees and/or the Data Protection Officer. Similarly, if you want to start blogging and you wish to mention that you provide help to the Palestine Trauma Centre (UK), you should discuss any potential conflicts of interest with the Chair of the Board of Trustees and/or the Data Protection Officer.
3. Those who are in specialist roles, such as psychologists or psychological practitioners, where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing the Palestine Trauma Centre (UK)'s view.
4. Use common sense and good judgement. Be aware of your association with the Palestine Trauma Centre (UK) and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.
5. The Palestine Trauma Centre (UK) may work with high profile people, including patrons. Please do not approach such high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships. This includes asking for retweets about the charity. If you have any information about any high profile people that have a connection to the charity's cause, or if there is someone who you would like to support the charity, please contact to the Chair of the Board of Trustees and/or the Data Protection Officer to share the details.
7. If you are contacted by other sources such as the press about your social media posts that relate to the Palestine Trauma Centre (UK), you must contact the Chair of the Board of Trustees and/or the Data Protection Officer immediately and under no circumstances respond directly.
8. The Palestine Trauma Centre (UK) 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 Palestine Trauma Centre (UK), you are expected to hold the Palestine Trauma Centre (UK)'s position of neutrality. If you are politically active, you need to be clear in separating your personal political identity from the Palestine Trauma Centre (UK), and understand and avoid potential conflicts of interest.
9. Never use the Palestine Trauma Centre (UK)'s logos etc. unless approved to do so. Permission to use logos should be requested from the Chair of the Board of Trustees and/or the Data Protection Officer.
10. 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 and context carefully. When you are using personal social media sites, it is important that you do so safely. If you are in any doubt ask the Chair of the Board of Trustees and/or the Data Protection Officer before you post.
11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Do not 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. The Palestine Trauma Centre (UK) encourages you 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 Palestine Trauma Centre (UK) and the work it does. Where appropriate and using the guidelines within this policy, you are encouraged to do this as it provides a human voice and raises the charity's profile. However, if the content is controversial or misrepresented or can be taken out of context, please highlight this to the Chair of the Board of Trustees and/or the Data Protection Officer who will respond appropriately.

## 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 you are posting content on social media as part of your role within the Palestine Trauma Centre (UK) or in a personal capacity, you should not bring the Palestine Trauma Centre (UK) into disrepute by making defamatory comments about individuals or other organisations or groups.

### Copyright law

It is critical that all trustees and associates 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. Examples may include short video clips, images and other people's written comments.

### Confidentiality

Any communications that you make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that the Palestine Trauma Centre (UK) is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our Confidentiality Policy for further information.

### Discrimination and harassment

You should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Palestine Trauma Centre (UK) 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.

### Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the [Lobbying Act 2014](#), states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the Chair of the Board of Trustees.

### 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, YouTube and Instagram. However, if you consider that a person/people is/are at risk of harm, you should report this to the Chair of the Board of Trustees and/or the Data Protection 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, you must ensure the online relationship with the Palestine Trauma Centre (UK) follows the same rules as the offline 'real-life' relationship. You should ensure that young people have been made

aware of the risks of communicating and sharing information online, and if necessary refer to the Data Protection Officer for guidance on security/privacy settings as necessary. You should also ensure that the site itself is suitable for the young person and the Palestine Trauma Centre (UK) content and other content is appropriate for them.

### **Responsibilities and beach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the Palestine Trauma Centre (UK) is not a right but an opportunity, so it must be treated seriously and with respect. Breaches of policy may incur difficulties to the Palestine Trauma Centre (UK) and the charity may be forced to take appropriate action, depending on the severity of the issue. If you are unsure about whether something you propose to do on social media might breach this policy, you should seek advice from the Chair of the Board of Trustees and/or the Data Protection Officer.

### **Public Interest Disclosure**

Under the [Public Interest Disclosure Act 1998](#), if you release information through the Palestine Trauma Centre (UK)'s social media channels that is considered to be in the interest of the public, the Palestine Trauma Centre (UK)'s Whistleblowing Policy must be initiated before any further action is taken.