

# HOME-START WIRRAL

## Social Networking Policy

### Policy Statement

Home-Start Wirral 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 Wirral's online presence

- 1.1 The trustees are responsible for ensuring that Home-Start Wirral's online presence does not breach our confidentiality or equal opportunities policy and that the scheme's good reputation is maintained.
- 1.2 Website content is uploaded and approved by the Operations Manager.
- 1.3 Face book content is uploaded and approved by Operations Manager.
- 1.4 Privacy settings are set as agreed by the trustees by the Face book administrator.
- 1.5 Photographs are only uploaded with the consent of all those pictured.
- 1.6 Quarterly checks that the website / social networking site content is appropriate and up to date are undertaken by the Operations Manager or Breast feeding team.
- 1.7 The Home-Start corporate identity is used correctly and identifies the site by the scheme name and logo.
- 1.8 Any complaint's that may be brought up on the site are immediately responded to the CEO via a private communication channel, and follows the scheme's complaints procedure, including adding to the next available Trustee agenda under complaints.

#### 2. Trustees and staff

- 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 Wirral or the wider Home-Start network into disrepute by making inappropriate comments in their personal blogs / social networking accounts.
- 2.5 Home-Start staff must not add any 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**

- 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.
- 3.8 Breaches of these guidelines are taken seriously and may result in the volunteer being asked to leave the scheme.

### **4. Previous links on social networks**

- 4.1 Home-Start Wirral 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.
- 4.2 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.