



EMPLOYEE HANDBOOK | *PUKAPUKA KAIMAHI*

Social Media Policy | *Kaupapa Here Pāpāho Pāpori*

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## Glossary | *Kupu Whakamārama*

| Term                  | Definition                                                                                                                                                                                                                           |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Child                 | A person who is <ul style="list-style-type: none"><li>• under the age of 18 years, and</li><li>• who is not married or in a civil union</li></ul>                                                                                    |
| Cyber bullying        | Bullying with the use of digital technologies, which may take place on social media, messaging platforms, gaming platforms and mobile phones. It is repeated behaviour aimed at scaring, angering or shaming those who are targeted. |
| Digital communication | <ul style="list-style-type: none"><li>• Any form of electronic communication; and</li><li>• Includes any text message, writing, photograph, picture, video, recording, or other matter that is communicated electronically</li></ul> |
| Employee              | A person who has agreed to be employed to work for some form of payment under a contract of service                                                                                                                                  |
| Follower              | A person or entity who friended and follows or has in the past friended and followed a person or entity on social media and therefore has access to their personal profile or account.                                               |
| Message               | Directly and/or privately contacting another person digitally.                                                                                                                                                                       |
| Parents               | Parents, guardians or caregivers who are legally responsible for and have responsibility for caring for the child                                                                                                                    |
| Profile               | The personal information someone provides when signing up for a social media site. This may include basic biographical information, pictures, videos, and tags to help people search for their account.                              |
| Social media          | The creation, dissemination and exchange of user-generated content in an electronic and online setting using (but not limited to) blogging, micro-blogging, media sharing, social networks and virtual worlds                        |
| Social media provider | The website or application supplying the social media service including, but not limited to, Facebook, Instagram, Twitter, LinkedIn and YouTube.                                                                                     |
| Staff                 | All people employed or engaged in both paid positions and as volunteers, including contractors, but excluding short-term, project-based contractors.                                                                                 |
| The Trust or YAT      | Youth Alive Trust                                                                                                                                                                                                                    |



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# Social Media Policy

## *Kaupapa Here Pāpāho Pāpori*

### 1. Scope and Purpose

In line with Youth Alive Trust's values of encouragement, inclusivity and safety, this policy sets expectations, obligations, and acceptable use practices for digital communication. It applies to all staff and may apply even when using personal devices and accounts and includes any digital communication that might affect the Trust, its employees, Trustees, contractors, volunteer workers, supporters, sponsors, donors, stakeholders, programme participants and users of its services, their families, and caregivers.

The purpose of this policy is to:

-  Direct staff in their practice with regards to digital communication.
-  Protect staff and children participating in Trust programmes.
-  Protect the reputation of the Trust.

### 2. Responsibilities of Staff and Account Owners

-  A staff member who wishes to establish a Trust social media page, group or presence must seek prior approval to do so from the Trust Manager.
-  Social media account owners are responsible for:
  - Updating and maintaining the social media account, including ensuring access to the username and password for the account is maintained and kept secure.
  - Using the account only for the purpose for which it was established.
  - Actively moderating comments made by users that might be considered defamatory, abusive, offensive, harassing, or harmful.
  - Ensuring that any content in breach of Trust policy or the law is responded to accordingly or removed from the account as soon as possible.
  - Closing or arranging suitable continuity of social media accounts when they are no longer willing or able to manage the account.
-  The Trust Manager has authority to moderate any content on any Trust social media page, group or presence and to require the amendment or deletion of any posts that, in their opinion, pose a reputational risk to the Trust.
-  The Trust Manager is responsible for managing compliance with the Social Media Policy.



- Where a social media account has been created with the express purpose of promoting or communicating information about the Trust, its programmes and activities, the ownership lies with the Trust. Employees will not be able to claim or retain control or ownership when they should leave their employment with the Trust.

### 3. Social Media Use

- Youth Alive Trust acknowledges the importance and value of digital communication on social media to promote its programmes and celebrate the participation, achievements and success of children and staff.
- Employees have permission to monitor social media sites during work hours for work purposes.
- It is expected that all staff conduct themselves appropriately in accordance with the Trust's special character, values and policies when using social media, particularly in relation to any content that refers to the Trust, or when their association with the Trust has been clearly identified.
- Users are responsible for the content they upload to any account to which this policy applies.
- When posting on behalf of the Trust, staff should always:
  - Use their real name.
  - Be aware of how the public will interpret what they say.
  - Use appropriate writing style, tone, and language.
  - Avoid using of abbreviations, as they have the potential to be misinterpreted by others.
  - Ensure the information posted is factually correct, and up to date.
  - Consider copyright issues relating to any content they use.
- Social media content, including postings, blogs, status updates and tweets must:
  - Not use offensive, provocative or hateful language.
  - Not be misleading, false or injure the reputation of another person.
  - Respect and maintain confidentiality and the privacy of others and not release information not suitable for the public, such as internal organisational details or individual private information.
  - Not be detrimental to the organisation, its reputation and/or relationships, relationships between staff, or the trust and confidence YAT has in the person sharing.
- Staff may not use the YAT brand on social media to:
  - Endorse or promote any political position, candidate or party.
  - Promote a product, cause or service other than products, causes or services associated with the Trust, as approved by the Trust Manager from time to time.
- Staff should report any inappropriate digital communication to the Human Resource Manager.



## 4. Child Protection

Youth Alive Trust seeks to promote a high standard of accountability and openness in its relationships with children, whether in person or digitally, by:

-  Using digital communication tools to promote and add value to the work of the Trust.
-  Maintaining appropriate digital boundaries between staff and children attending programmes.
-  Creating and strengthening a culture of transparency and accountability amongst staff.
-  Only messaging children during business hours, unless there is an emergency situation.
-  Keeping a record of any private conversations when digitally communicating with children.
-  Including other staff or multiple children in conversations on social media where possible and/or appropriate.
-  There should be no contact or communication between staff and children other than their direct family members on gaming or streaming platforms.
-  Not adding or befriending anyone on social media below the age of 16, unless they are a family member and/or if there is a pre-existing relationship. Children moving into positions of leadership on YAT programmes may have pre-existing digital friendships with children attending YAT programmes, but may not add any other children they meet in their capacity as a leader, as followers or friends on their social media accounts.
-  Ensure that children do not have access to private information which may either compromise staff and/or the Trust, including personal contact information, private arrangements, events with friends, and so forth, where children have access to staff private social media accounts and/or profiles.
-  Ending any friendships on social media that cause concern.

## 5. Cyberbullying

Cyberbullying is just as serious as bullying in person, and may have more serious consequences. Where staff become aware of cyberbullying they should:

-  Provide support and encouragement for the targeted person.
-  Guide them to make good decisions, including:
  - Not replying or responding to any messages or make contact with the person bullying them.
  - Helping them to stay calm and not react in an aggressive way.
  - Blocking the perpetrator where and when appropriate.
  - Encouraging them to report it where and when appropriate.
-  Advise them to save the evidence, as it will be useful if the situation escalates or the problem persists.
-  Consult others in serious cases of cyberbullying, including contacting Netsafe for advice and assistance.



- Contact the Police if there is concern about the immediate safety of a child, in line with the requirements of the Youth Alive Trust Child Protection Policy.
- Staff involved in cyberbullying will be subject to disciplinary action.

## 6. Complaints Against Staff

- Where a complaint against a member of staff leads to an investigation into the complaint, it will be done in accordance with the YAT Employment Policy.
- For the purposes of the investigation, the Trust representative leading the investigation will have access to the relevant social media platform and/or digital communication.

## 7. Breach of the Policy

- Breaches of this policy will be considered a serious matter.
- Employees who do so will be subject to disciplinary action, up to and including termination of employment, in line with the Employment Policy.

## 8. Review

This policy shall be reviewed every three years or more frequently if required, to ensure it remains relevant, responsive, and reflective of best practice.



## 9. Document Information

|                  |                                       |
|------------------|---------------------------------------|
| Document Name    | Youth Alive Trust Social Media Policy |
| Version number   | 2                                     |
| Review date      | November 2022                         |
| Reviewed by      | David du Preez                        |
| Approval date    | 27 February 2023                      |
| Next review date | January 2026                          |

### Version History

| Version | Author         | Remarks           | Approved         |
|---------|----------------|-------------------|------------------|
| 1       | Unspecified    | Original policy   | Unspecified      |
| 2       | David du Preez | Rewrote & updated | 27 February 2023 |
|         |                |                   |                  |