



Social Media Policy and Consent for Photos and Video Footage

Introduction

Sunshine Sunflower Foundation encourages employees to make reasonable and appropriate use of social media websites as part of their work, and it is recognised that it is an important part of how we communicate with our audience and allows communication and networking between staff and organisations, supporters and the local community.

Social media can be a powerful communication tool for charities, to raise awareness and funds and to better engage beneficiaries. It can help charities reach a much wider audience, much more quickly, than traditional methods of communication.

But it can introduce risks:

- its fast pace can increase the risk of posting content that is inappropriate or harmful content, once posted, can be hard to undo
- professional and personal lives can overlap, and the line can become blurred

Sunshine Sunflower Foundation is responsible for:

- agreeing and putting in place a social media policy so that has internal controls that are appropriate and proportionate for your charity's needs and which are clear to everyone at the charity using social media;
- ensuring the social media policy is regularly reviewed to check it is working effectively and fits our charity's needs;
- ensuring our charity's social media use helps achieve our charity's purpose (what your charity was set up to do) and in a way that is in your charity's best interests;
- complying with relevant laws;
- ensuring there is no campaigning or political activity;
- ensuring your processes help you keep people safe online including any extra considerations when dealing with vulnerable users.



Some trustees, staff, volunteers or young people may not use social media regularly, or at all, and want to improve their social media knowledge and skills. The government provides a collection of online resources and events to help improve social media literacy and keep people safe online. A number of organisations provide resources to help improve social media skills. For example, the Media Trust provides a resource hub which includes free guides and toolkit.

Social Media Policy

Managing potential risks in posting or sharing social media content

People can behave on social media, or respond to criticism they receive on social media, in ways they would not when speaking or writing to the public.

Appropriate communications and training for trustees, staff and volunteers will take place during Induction.

Sunshine Sunflower Foundation are clear that you should not post or share content which is:

- harmful – what may be harmful to one person might not be considered an issue by someone else, however the UK Safer Internet Centre defines harmful content in simple terms as anything online which causes a person distress or harm
- inconsistent with your charity's purpose
- not in your charity's best interests
- in breach of the law for example:

UK GDPR rules on publishing personal information or data – the Information Commissioners Office (ICO) provides guidance and resources privacy (misusing private information or intruding on a person's right to privacy) - you should consider privacy laws and make sure you have consent, where this is required;

copyright law - if you are using images or artwork on social media. The Intellectual Property Office provides guidance on the use of digital images and photography;

defamation law;

whistleblower protection;

equality and human rights including discrimination, victimisation, harassment, and freedom of expression;

Codes of Conduct



Sunshine Sunflower Foundation will communicate the risks associated with spreading false information, particularly if this is shared with intent to mislead. Publishing certain content can result in a criminal offence, which is a police matter. Examples of criminal offences include communications which constitute hate crime or are malicious, threatening, indecent or grossly offensive.

Responsibilities

The Director is responsible for managing the charity's social media accounts and can post or share content. Staff, volunteers and young people will be advised at their induction by the Director.

Guidance

Before you undertake communication via social media on behalf of or about Sunshine Sunflower Foundation, it is really important that the good reputation of the organisation and the confidentiality of the people we work with is respected at all times.

Care should be taken to not express your personal opinions which may not reflect the position of the Charity. Even if your role does not formally include social media communications, please be very alert to potential 'content' that the organisation could use. Ensure you have consent before taking any photos.

Potential Breach

If there is a breach of the policy or if the content your charity posts or shares risks significantly damaging your charity's reputation. Sunshine Sunflower Foundation will act immediately by deleting or removing the content if that is possible and reporting the matter to the police. Sunshine Sunflower Foundation will investigate how the breach took place and respond in line with the Social Media Policy.

Trustees, staff, volunteers and young people and any other individuals have the right to exercise their freedom of expression within the law in their communications, including when using social media. This includes personally supporting a particular political party or (during an election) a particular candidate, something a charity cannot do. However, Sunshine Sunflower Foundation should be aware of the potential for content posted by individuals in their personal capacity being associated with the charity.

There is no expectation that trustees will monitor personal social media accounts.

However, if they become aware of content posted or shared by an individual being associated with and having a negative effect on the charity, action will be taken to request the post to be deleted to protect the charity.

When Sunshine Sunflower Foundation take photos and video footage



Images in which people can be identified are a form of personal data. Personal data is protected by data protection legislation, which sets out how SSF should treat people’s personal data in order to respect their privacy. For more detailed help with data protection, see our Data Protection Policy.

SSF only take photos/video footage if the participants know why we need them and how you will use them. SSF will delete photos once their purpose is done.

Sunshine Sunflower Foundation take photographs or video footage of young people at our activities to use for publicity purposes and to generate an e-portfolio at the end of the 12-month placement. The publicity includes grant applications, website, Facebook and community magazines. Once SSF no longer need images for publicity purposes, we will delete them. You can ask to see a copy of images we hold, or ask for them to be deleted, at any time by emailing debbie@sunshinesunflower.org.uk

Date written SSF 8th November 2023

Director : Debbie Lumb



This policy is agreed by the following Trustees at Sunshine Sunflower Foundation:

Signature
Signature

Les Mettrick (Chair)
Lee Paxton

Date: 11th Jan 2024
Date:11th Jan 2024

Signature

Hayley Sykes

Date:11th Jan 2024

Signature
Jackie

McGregor

Date: 11th Jan 2024



Consent form for Photographs and Video Footage

Please sign below to give consent for Sunshine Sunflower Foundation to use photograph/video footage for publicly purposes: website, Facebook and community magazines. We also take photographic and video evidence for an e-portfolio at the end of the 12-month placement.

Permission to use photographs and video footage for publicity purposes.

Name of young person

Signature of young person (18+)

Name of parent / guardian if under 18

Signature of parent /guardian

Date:.....

Permission to use photographs and video footage for an e-portfolio.

Name of young person

Signature of young person (18+)

Name of parent / guardian if under 18

Signature of parent /guardian

Date:.....

Copyright

Copyright rules mean that photos, films and other media can only be used with the permission of the person who created them. This applies even if the person is taking the photos on behalf of SSF as a volunteer. If the person is a formal employee of SSF and the photos are taken as part of their job, the copyright belongs to the organisation.)