AL-MARYAM
Social Media Policy

Approved by Board of Trustees **on 12ᵗʰ September 2020**

Review Schedule:
The Policy will be reviewed by the Board of Trustees immediately after the current legislation changes or other circumstances indicate this is necessary.

All aspects of this Policy shall be open to review at any time. If someone has any comments or suggestions on the content of this policy please contact AL-MARYAM's Trustee Caretaker Inam R Sehri via almaryamuk@gmail,com

Responsibility of its effective implementation with immediate effect lies with Inam R Sehri, the Trustee Caretaker.

Document Description:
This policy describes the rules governing use of social media and sets out how staff & volunteers must behave when using social media sources [like FB, Twitter, pinterest, google etc] , photography, images, caricatures, written comments & articles, videos, film shots concerning events, meetings, programs, functions and symposiums etc concerning AL-MARYAM. It also explains the rules about using personal social media accounts at work and describes what staff & volunteers may say about the AL-MARYAM Charity on their personal accounts.

Implementation and Quality Assurance:
Implementation will be operational immediately and this Policy shall stay in force until any alterations are formally agreed or some improvement would be felt necessary.

1. ## Introduction
   Employees and volunteers of AL-MARYAM [the Charity] may be able to access social media services and social networking websites at work, either through Charity IT systems or via their own personal equipment.

   It sets out how staff must behave when using the Charity's social media accounts. It also explains the rules about using personal social media accounts at work and describes what staff may say about the Charity on their personal accounts.

This policy should be read alongside other key policies including the Data Protection Policy and Privacy Policy.

2. **Why this policy exists**

It's important that employees & volunteers who use social media within the AL-MARYAM Charity do so in a way that enhances the Charity's prospects without compromising its integrity. A misjudged status update can generate complaints or damage the Charity's reputation.

This policy explains how employees and volunteers can use social media safely and effectively.

3. # Policy Scope

This policy applies to all staff and volunteers at AL-MARYAM who use social media while working — no matter under what context or personal reasons.

Social media sites and services include (but are not limited to):
- Popular social networks like **Twitter** and **Facebook.**
- Photographic social networks like **Flickr** and **Instagram.**
- Professional social networks like **LinkedIn.**
- Still photography or videos or **Youtube** etc**.**

4. # Responsibilities

Everyone who operates a Charity social media account or who uses their personal social media accounts at work has some responsibility for implementing this policy. However, the Trustee Caretaker has these key responsibilities:
- for ensuring that AL-MARYAM, its staff and volunteers uses social media safely, appropriately and in line with the Charity's objectives
- for providing apps and tools to manage the Charity's social media presence and track any key performance indicators.
- for proactively monitoring for social media security threats, to work with the PR and other associated organizations to roll out ideas and campaigns through our social media channels.

5. **General social media guidelines**

AL-MARYAM recognizes that social media offers a platform for the Charity to spread its voice; stay connected with members & neighbourhood and build its profile online.

The Charity also believes its staff should be involved in conversations with other charities / peer groups on social networks. Social media is an excellent way for employees to make useful connections, share ideas and shape discussions.

The Charity therefore encourages employees to use social media to support its goals and objectives.

6. **Basic advice**

Regardless of which social networks employees are using, or whether they're using AL-MARYAM's or personal accounts on Charity time, following these simple rules helps avoid the most common pitfalls:

a) **Know the social network.** Employees & volunteers should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.

b) **If unsure, don't post it.** Staff & volunteers should err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it.

c) **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Employees & volunteers should adopt the same level of courtesy used when communicating via email or face to face conversations.

d) **Look out for security threats.** Staff, members & volunteers should be on guard for social engineering and *phishing* attempts. Social networks are also used to distribute spam and *malware*.

e) **Keep personal use reasonable.** Although AL-MARYAM believes that having employees & volunteers who are active on social media can be valuable both to those employees and to the charity, staff and volunteers should exercise restraint in how much personal use of social media they make.

f) **Don't make promises without checking.** Some social networks are very public, so employees & volunteers should not make any commitments or promises on behalf of AL-MARYAM without checking that the Charity can deliver on the promises. Direct any enquiries to the Trustee Caretaker.

> [*Handle complex queries via other channels.* Social networks are not a good place to resolve complicated enquiries and customer issues. Once a person has made contact, employees & volunteers should handle further communications via the email or telephone.]

g) **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Employees 7 volunteers should always take the time to think before responding, and hold back if they are in any doubt at all. Take the discussion off-line out of the public domain. If a response is required this will be handled by the Trustee Caretaker.

Think twice before sending; imagine that you're the recipient - what would your response to the message be?

Authorised users
- Only people who have been authorised to use the Charity's social networking accounts may do so.
- Authorisation is usually provided by the Trustee Caretaker. It is typically granted when social media-related tasks form a core part of an employee's or volunteer's job.
- Allowing only designated people to use the accounts ensures the Charity's social media presence is consistent and cohesive.

Creating social media accounts
- New social media accounts in the Charity's name must not be created; this job will be done by the Trustee Caretaker.
  - The Charity operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources.
  - If there is a case to be made for opening a new account, employees or volunteers should raise this with the Trustee Caretaker.

In general, employees & volunteers should only post updates, messages or otherwise use the media accounts when that use is clearly in line with the Charity's overall objectives. For instance:

- Respond to **customer enquiries** and requests for help.
- Share **blog posts and other content** created by AL-MARYAM.
- Share **insightful articles, videos, media and other content** relevant to AL-MARYAM, but created by others.

Social media is a powerful tool that changes quickly. Employees & volunteers are encouraged to think of new ways to use it, and to put those ideas to AL-MARYAM.

Inappropriate content and uses
- Social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the Charity into disrepute.
- When sharing an interesting blog post, article or piece of content, employees & volunteers should always review the content thoroughly, and should not post a link based solely on a headline.

Use of personal social media accounts
AL-MARYAM recognises that employees' & volunteers' personal social media accounts can generate a number of benefits. For instance:
- Staff and volunteers can make **industry contacts** that may be useful in their jobs.
- Employees & volunteers can discover content to help them **learn and develop** in their role.
- By posting about AL-MARYAM, staff and volunteers can help to **build the Charity's profile online.**

7. **Personal social media rules - Prohibited use:**
   - You must avoid making any social media communications that could bring the charity into disrepute.
   - You should not defame or disparage AL-MARYAM, its staff and volunteers or professional / charitable contacts and clients; confidentiality must be upheld at all times.
   - You should never post photographs or images of staff colleagues, volunteers, clients or third parties without their express permission and understanding.

   Talking about the Charity:
   - Employees and volunteers should ensure it is clear that their personal social media account **does not represent AL-MARYAM's views** or opinions.
   - Staff and volunteers may wish to **include a disclaimer** in social media profiles: *'…the views expressed are my own and do not reflect the views of my employer.'*

8. Security and data protection
Employees & volunteers should be aware of the security and data protection issues that can arise from using social networks.

9. Avoid social scams
Staff and volunteers should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the Charity or its members.

Employees & volunteers should never reveal sensitive details through social media channels. Identities must always be verified in the usual way before any account information is discussed.

Employees & volunteers should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic / direct messages.

10. Monitoring social media use
   - AL-MARYAM reserves the right to monitor how social networks are used and accessed through ompany IT and internet connections.

   - Any such examinations or monitoring will only be carried out by authorised staff. Additionally, all data relating to social networks written, sent or received through the Charity's computer systems is part of official AL-MARYAM records.
   - The Charity can be legally compelled to show that information to law enforcement agencies or other parties.

11. Potential sanctions
Knowingly breaching this social media policy is a serious matter. Users

who do so will be subject to disciplinary action, up to and including termination.
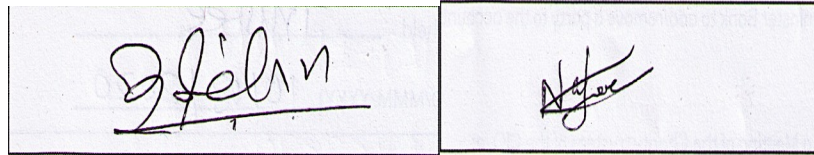
Employees, volunteers, contractors and other users may also be held personally liable for violating this policy.

Where appropriate, AL-MARYAM will involve the police or other law enforcement agencies in relation to breaches of this policy.

We, the trustees of AL-MARYAM, hereby approve the above policy with its exact wording – and will deemed to be implemented with immediate effect.
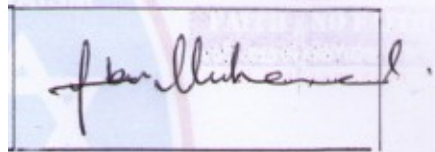
Dated: 12th day of September 2020

Signed:

(Inam R Sehri)	(Najeeb Ullah)
Trustee	Trustee

(Abu M Sehri)

Trustee