

OSUK Social Media Best Practice Guidelines - Volunteers

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General use of Personal Social Media Accounts

1. We are happy for you to list OSUK as an organisation you volunteer for, to discuss your work (when this does not conflict with confidentiality agreements – see below) and to talk about the charity publically.
2. In doing the above, you must not do anything to bring the charity into disrepute, such as:
 - a. Stating or implying that the views expressed are those of the charity as opposed to your own personal opinions.
 - b. Stating or implying that you are a OSUK staff member as oppose to a volunteer
 - c. Make statements that are directly against the core values of OSUK as a charity (e.g. offensive to those with a visible difference)
3. Use your common sense and good judgement when posting, especially if your posts are visible to other OSUK members – remember that, on the internet, things can easily be misinterpreted, and that it is important to stay polite and respectful, as this is the foundation of a supportive online community.
4. You should NOT use the OSUK logo as your profile photo. We very much appreciate you wishing to raise awareness, but it is important for visitors to be able to distinguish between staff and non-staff members. This does not apply to your cover photo or other photos you post, but again it must be clear that you are a volunteer and not a staff member.
5. Feel free to friend and/or follow other people in the OSUK Community and volunteers you know of, but be aware:
 - a. You should NOT send or accept friend requests from anyone in the OSUK Community who is under 18. OSUK staff will only add under-18s if there is frequent contact and there are strict guidelines which we adhere to in accordance with our Child Protection Policy.
 - b. Just because someone adds you as a friend through your work with OSUK does not necessarily mean they would like you to comment on personal posts! In general, we advise you to limit contact to within the OSUK groups, private messaging, and cleft-related statuses.

OSUK Policies on Facebook Groups and Pages

1. The team at OSUK is in charge of updating all official pages to ensure the brand, voice and message is consistent across all platforms. It is their job to correct any errors, clear out any spammers, and to take necessary steps to prevent situations from escalating.
2. To discourage spammers and preserve privacy, members must request to join OSUK groups and be approved by an admin. Members should only be added to the support groups if they are clearly real people with a connection to cleft, which may involve checking their profile.
 - a. A profile is probably legitimate if:
 - i. It was created at least a month ago (preferably a year)
 - ii. They are a member of fewer than 20-30 groups
 - iii. Their profile/cover photo is of their child, a scan, and/or they have a visible cleft scar or some other indication that they have a connection with OSUK.
 - b. A profile may be a spammer if:
 - i. You cannot view their profile (their name will show up as black, not blue)
 - ii. Their photo is a stock model or something else generic
 - iii. They are a member of many different discount or 'sellers' groups
3. Reasonable actions should be taken to ensure the group remains a friendly and supportive environment for new and seasoned members alike, where interactions are positive and respectful, and where any disagreements can be dealt with quickly and respectfully.
4. **Deleting posts and/or blocking users:**
 - a. Posts by others will be hidden or deleted if they have content which is:
 - i. Clearly unrelated and irrelevant to OSUK and/or the page or group's context – e.g. a post advertising non cleft-related services.
 - ii. Clearly offensive (racist, sexist, ableist, etc), or against the fundamental values of OSUK as a charity.
 - iii. Disrespectful to others or hostile in tone – our groups exist for *support* purposes, not for heated debates, and we will take action if anything stops our groups from being friendly and welcoming to everyone.
 - b. Repeat offenders will be warned privately, and blocked if the posting continues. If the offender is clearly a spammer with no interest in cleft, they will be blocked and their posts deleted without warning.
 - c. Posts that cause heated discussions should be closely monitored by staff members and volunteer admins, but they should only intervene to provide factual information or if the language used becomes inflammatory or offensive, NOT to state an opinion. If a post or thread is judged to be too heated or inflammatory to be supportive to others in the community, OSUK staff or a volunteer admin should comment to state that the thread is now closed (and give a reason where appropriate), then close comments. If it is thought necessary, this threat/post can be deleted shortly afterwards.

Role of Volunteer Administrators

The responsibility for the upkeep of the OSUK groups and pages still lies with OSUK staff and in particular the employee responsible for this, but to ensure the group remains a safe and welcoming environment, we ask Volunteer Administrators to:

1. Keep an eye out for any activity they believe fits the criteria outlined above.
2. Alert an OSUK staff member during office hours by tagging or emailing/messaging.
3. Always identify themselves as a volunteer administrator with training when they are taking any action or intervening.
4. **Take appropriate action during non-office hours:**
 - a. **Irrelevant material:** You should use your personal judgement when deciding if something is irrelevant to the group. This will occasionally include posts about other charities, as our policy is not to promote fundraising events for other organisations (including cleft units) unless a proportion of the funds is going to OSUK.
 - b. **Spammers:** occasionally a fake account will join, and start to post advertisements, links to shops or other clearly irrelevant things. These posts should be deleted immediately, reported as spam, and the poster should be removed and blocked from the group. Comments and/or interaction will only encourage further posts, so please do not engage with them.
 - c. **Clearly offensive posts:** while we do not expect this to happen, anyone being clearly offensive about people affected by cleft (using slurs, very negative/offensive language, etc) should be removed from the group and have their posts deleted. They should then be sent a message to let them know why this action has been taken, and that they should contact an OSUK staff member directly if they have an issue with this. Please note this does not necessarily include the use of offensive terms such as 'harelip', as this may be a matter of ignorance.
 - d. **Inflammatory posts:** posts which walk the fine line between 'opinion' and 'personal attack' should be monitored carefully.
 - i. If you believe a discussion is getting out of hand, please identify yourself as a volunteer moderator to remind other group members what is and is not appropriate, and to explain that further action will be taken if they cannot communicate in a polite and respectful manner.
 - ii. Tag a member of OSUK staff (even outside office hours).
 - iii. Delete or hide any posts/comments you feel are particularly inflammatory or liable to cause future arguments.
 - iv. If the situation continues or escalates, shut down the discussion by removing the offending person and deleting the post for good. You should then message the individual to explain why the action has been taken.

Issues with Actions of Volunteer Administrators

1. If anyone has an issue with an action you have taken, please contact an OSUK staff member so we can be involved in the discussion.
2. Unless we feel a volunteer administrator has acted extremely inappropriately within their role, it is OSUK's policy to support their actions publically, as it can be very difficult to make these kinds of judgement calls and it is important that administrators feel supported.
3. Any other OSUK volunteer disagreeing with the actions taken by volunteer administrators should contact a member of the OSUK team and NOT the volunteer administrator in question. If appropriate, we may review our policies and/or training following this, but we will continue to support individual actions taken by administrators as long as they are in line with the principles outlined above.

Creating Volunteer-Run Facebook Groups & Pages as part of the Community Network

If volunteers representing a Fundraising Group would like to have a presence on Facebook and feel they can commit enough time to monitoring this, we would encourage them to do so and inform OSUK so we can link to them where appropriate. Each page/group MUST have at least one OSUK staff member as an admin (ideally the group's key contact), but it should still be run by the volunteer(s) in question.

The below policies should affect new groups & pages only – older groups, pages and profiles may continue to operate as usual if the volunteers in charge are happy with them.

Facebook Pages: Promotion

If Groups would like a way to promote themselves, we would recommend they set up a Facebook Page. Once people 'like' the page, any posts on the page will appear on their timelines, so it's a great way to advertise events and activities directly. Pages have a number of clear advantages over creating actual Facebook profiles for your group, including:

- Facebook has been known to regularly delete or deactivate profiles which are believed to be 'fake' or not belonging to an individual.
- You can give multiple people with existing Facebook profiles administrator access to the page so they can add and edit posts.
- Most people will generally be more comfortable with liking a page than sending a friend request to another Facebook profile.
- You can receive messages on the page from anyone, whereas if you use a profile you may not always receive messages from people you aren't friends with.

Facebook Groups: Discussions and Support

We would recommend that Groups set up Facebook Groups for discussions and support purposes, as these can be made more private (which many members will appreciate) and also allow for more input from the rest of the community. We recommend that these groups be set to 'Closed' so that people can find these groups and request to be added, but only current members can see what's posted. Please send a link to OSUK National as well.

Sharing of Information & Data Protection

You may find yourself wanting to share information, photos and/or conversations with others on your personal social media profiles. This may be a particularly positive interaction you've had within your role or it could be a post on an OSUK group that you would like to share with your personal network.

Written permission must always be sought if you wish to share any personal information or photos outside of the particular group/post in which they are first posted, and the permission must include everything you post. Evidence of this written permission must be available to pass on to OSUK upon demand, or be clearly visible on the post itself (e.g. you've posted a comment asking permission and they've replied positively).

When sharing this kind of information, you should always state that you have permission to share it. Not only does this reassure others that the privacy of any interactions they have with you and/or OSUK will be respected, but it is also in accordance with best practice in data protection.

As a rule, identifying or contact information (full names, addresses, phone numbers, email addresses, etc) must NEVER be shared outside of these groups/posts/messages unless the circumstances are exceptional and you have explicit written permission.

When asking permission, it is your responsibility to ensure the individual understands the implications of you sharing this information, e.g. that it will be visible to your personal network, that your friends and family may share it again and that this will be beyond your control.