



Social Media Policy and Guidelines

Survivors' Network social media activity should be seen as an extension of our other activities and services, and be complementary to them. We know that social media has the potential to greatly improve and increase the ways in which we connect with a wide range of service users and other stakeholders. We feel that staff, trustees and volunteers should be empowered to engage in social media activity in the same way that they engage offline to raise awareness of our work and the issues that we face.

For the purposes of this policy, social media means any platform for online publication and commentary, including blogs, wikis, social networks such as Facebook, LinkedIn, Twitter, Instagram, Snapchat, WhatsApp, Tumblr and YouTube, or any other platform that allows user created content.

Any Survivors' Network project that is intending to use an independent social media account should develop a brief statement as to why it is using social media, why it requires a separate social media account, what it hopes to achieve through it and how it links to the overall objectives of the organisation. This could include raising awareness, sharing information, fundraising, campaigning etc. The answers to these options could determine which social media platforms are most appropriate.

It is important to remember that despite the informal nature of social media activity once something is posted online it cannot always be removed. Bearing this in mind

- It can be appropriate for separate accounts to have a different voice and areas of interest to that of the main Survivor's Network account, by they must remain at all times respectful, supportive and non-discriminatory
- Only information which is in the public domain should be shared online
- Stay on topic – some other issues may well be of interest to followers but it is important that the information is relevant and appropriate
- Never 'like', 'retweet' or otherwise endorse a post unless you have checked it and you are aware of who the post has come from, know that it is factually true and the content is appropriate and measured
- If you are unsure about any post, or about how to respond to a message on any social media platform, always check with another volunteer or staff member
- Survivors' Network staff retains final control of all accounts so log-ins and passwords must be kept centrally and securely, and a staff member at Survivors' Network must be aware of them
- Make sure that any post that has the potential to trigger a survivor includes either the words 'Trigger Warning' or 'T.W.' It would be sensible to avoid posting anything overly descriptive
- If you feel that you are being 'trolled', e.g. that someone is being deliberately or unnecessarily negative or aggressive towards you, do not engage with the individual or

organisation, and if possible block their account. Please also speak to another staff member or volunteer about it

- Check any facts you are unsure of before posting them online, and if you are not confident whether you ought to post the message, check with another staff members or volunteer about it before posting

If you are not sure about a post, you should always consult the Decision Tree (found at the end of this policy).

While you are using an account associated with Survivors' Network, or speaking in a capacity that would immediately link you or your comments to Survivors' Network, the following rules must always apply:

Do not post messages, comments, photos, images or links to contact that:

- Incite hatred on the basis of colour, race, religion or belief, gender, nationality, ethnic or national origin, physical or mental ability, trans status, age or sexual orientation or any other personal characteristic included in the Equality Act 2010
- Are off-topic or unrelated
- Are disrespectful, malicious or offensive, or which stereotype certain people or communities
- Could constitute a personal attack on a person's or organisation's character
- Impersonate or falsely claim to represent a person or organisation
- Are party political
- Include swearing or obscenity
- Are illegal – including libel or breaking copyright
- Could be considered spam
- Contain personal information like telephone numbers, address details, etc
- Advertise commercial activity or make requests for donations or money, unless agreed in advance with Survivors' Network
- Give personal advice – much of social media is not confidential. Instead, post a link to our contact details

Social Media Moderation:

Our social media channels are spaces where survivors and their supporters can engage with our content and brand and find peer support. Everyone should be made to feel welcome and listened to, but as a charity we also have to ensure that our channels are free of inappropriate and offensive comments.

Social media moderation is composed of two stages: listening and taking action. If after carefully reading the comments you find inappropriate or concerning messages, consider one of these three ways of intervening:

1. Removal of a thread or post which contains inappropriate content (see section A for criteria)
2. Intervention to address an inaccuracy
3. Intervention in matters of safety (see section C for criteria)

Section A - deletion of posted material

Moderators should remove individual posts or threads if the content is:

- Abusive or hurtful
- Uses inappropriate language or hate speech (based on colour, race, gender, nationality, ethnic or national origin, religion, physical or mental ability, or sexual orientation)
- Spam - comments that appear to have been created solely with the intention of advertising a service or business
- Personal attacks, threats or defamatory comments
- Graphic imagery
- Content, comments or imagery that violates copyright or that may be confidential

Facebook allows comments to be hidden instead of deleted. A hidden comment means that only the person who posted and their friends can see it, but not the rest of our followers. This is useful for example when a comment is contentious and we are waiting for the Director or Trustees to give us an appropriate answer or when the comment is a derogatory joke. There might be other circumstances where a moderator could decide to hide and not delete a comment, but if the content falls into our definition of inappropriate content outlined in section A, please remove it.

If the same user posts three inappropriate pieces of content, that user should be banned or blocked from our channel.

Section B – intervention to address a factual inaccuracy or answer a question

If a discussion related to our brand or cause contains a factual inaccuracy, moderators should intervene to provide information but avoid being drawn into a detailed argument on contentious points.

Section C – intervention in matters of safety

There are three scenarios that moderators should be concerned about.

1. Discussion of self-medication. If a follower suggests buying prescription drugs online to alleviate symptoms a moderator should intervene. The following standard wording may work well:

‘You should always consult a medical professional such as your GP before taking any medication. They will consider your medical and family history as well as your health when recommending what medications are suitable for you.’

2. Danger of self-harm or suicide by a follower. If a follower makes a comment that would lead the moderator to believe there is danger of self-harm or suicide, the moderator should immediately respond to it in two ways:
 - a supportive comment with standard wording suggesting the user to visit their GP urgently, and to call a phone support service such as the Samaritans.
3. Threat of violence against another follower or named individual – this unlikely event should be referred to the Director and the comments/thread screenshot and then deleted.

Criticism against the charity

People sometimes use social media to air grievances. Factual inaccuracies about the charity (e.g. SN does not employ counsellors) should be addressed with factual answers. However, subjective opinions that are not based on evidence (e.g. SN do a rubbish job) should be either be ignored or responded to in very general terms (such as by providing a link to our Annual Report).

If the criticism is directed to a specific member of staff, please delete the comment and raise the issue to a senior member of the team.

There are some individuals known to the team for their antagonistic position to the charity. We tend not to engage with their comments and tweets – please, speak to the Director before answering any online criticism towards the charity.

When to escalate

If the tone of a discussion in one of our channels becomes very heated, very emotional, or you are in any other way concerned about it, please contact the Director.

Appendix One: Decision Tree



Explanations

Is it trending organically?

Is there any paid activity that is artificially inflating the popularity of the hashtag or is it naturally being shared by Twitter users? While a campaign is live Twitter will indicate it is paid for, once that promotion ends we need to use editorial instinct, e.g. #BigShoppingDays is very obviously copywritten

Is the reason it's trending something negative that Survivors' wouldn't want to be associated with?

Although on the surface a hashtag like #Eastenders may seem innocuous, it may be trending because of a controversial storyline such as a rape or murder.

Is it trending because it's a cause?

Does this hashtag have a very specific purpose that doesn't lend itself to ephemeral comment around the subject and would reflect negatively on us? e.g. #syriacrisis

Can the Survivors' brand be credibly associated with the topic?

Is the hashtag a natural fit for our Tone of Voice, brand personality or market? e.g. #BeastieBoys is demographically unsuitable for the brand.

Is it a topic interesting to people in the UK?

Our campaign is UK focused so US centric topics are of little interest to our audience.

Can we credibly attach a driving message to it?

Would it make contextual sense for the hashtag to be part of a message about safe driving?

Can we bring it to life visually without IP problems?

Do we need to use an image which would have intellectual property complications e.g. #JustinBieber