



Digital Communications Guidelines

September 2017



Introduction

Paces is committed to making the best use of all available technology and innovation to improve the way we communicate as an organisation.

This includes using all reasonable and cost-effective means to improve the way we reach out and interact with the different communities we serve.

'Social media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, social media involves the building of online communities or networks to encourage participation and engagement.

These platforms open up many new and exciting opportunities. However, the practical application of such technology by Paces is continually developing and there are many potential issues to consider.

To avoid major mistakes which could result in reputational, legal and ethical issues, and misuse/abuse of a well-functioning social media relationship, it is important that we manage any potential risks through a common-sense approach and framework as well as proactively monitoring the development of such applications.

If you have any questions or comments about this policy, please contact Samantha Kay or Stephen Naylor at Waverley Consultancy.



Mobile Device Usage

Employees must take care of any mobile devices issued to them.

All such devices must be password protected and not used in public places without due care and attention by the employee.

All lost, stolen, or mislaid mobile devices are to be reported immediately to Samantha Kay who will inform the Chief Executive. The user must also report the loss to police as soon as practicable and obtain a case reference number.

All employees are expected to use mobile devices provided by Paces in an appropriate, acceptable and reasonable manner and only for purposes directly relating to the work they have been asked to do on behalf of the organisation.

Employees are, in particular, expected to exercise good sense and responsibility in limiting any emergency personal use of their mobile devices to a minimum and refrain from any inappropriate use. The following list gives examples of inappropriate use of Paces mobile devices - except where explicitly requested for the purposes of the organisation:

- Communications to premium rate numbers e.g. 0870
- Communications to social media sites e.g. Facebook, Twitter
(for personal use not using the Paces social media channels)
- Communications to votes of TV/radio programmes e.g. X Factor
- Communications involving bidding in online auctions e.g. eBay
- Communications to betting/competitions
- Communications that are illegal, obscene or libellous
- Communication that are offensive or threatening
- Communications that infringe copyright
- Communications that transmit unsolicited commercial or advertising material
- Communications that transmit spam, chain or junk messages
- Accessing websites that are not essential for the purposes of Paces' work
- Any other use that might cause commercial, reputational or financial distress to Paces.

Employees are reminded that emails and text messages sent on Paces mobile devices are admissible in court and subject to Data Protection legislation and therefore they could possibly be released into the public domain or to individuals mentioned in them.

Employees found using the mobile devices in an inappropriate manner may have their use of mobile devices withdrawn and be subject to disciplinary action.



Social Media Aims

For the purposes of these guidelines, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes e-mail, online social forums, blogs, video- and image-sharing websites and similar facilities.

Employees and volunteers should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees and volunteers should follow these guidelines in relation to any social media that they use.

These guidelines aims to provide managers and individual employees with information concerning the use of, or the development of, any social media application, and to help them get the best out of the tools available whilst maintaining a safe professional environment and protecting themselves, as well as Paces.



Social Media Use

It is increasingly recognised that social media is an important part of how Paces communicates with its audience and allows communication and networking between staff, volunteers, parents and partners.

Employees may contribute, and are encouraged to contribute, to our social media activities, for example by passing on information, photos and text to those responsible for the social media accounts, as outlined above.

Employees must be aware at all times that, while contributing to Paces' social media activities, they are representing the organisation. Staff who use social media as part of their job must adhere to the following safeguards:

Employees should use the same safeguards as they would with any other form of communication about Paces in the public sphere. These safeguards include:

- making sure that the communication has a purpose and a benefit for Paces
- obtaining permission before embarking on a public campaign using social media; and
- getting a colleague to check the content before it is published.

Any communications, whether through official accounts or personal accounts, that employees make through social media must not:

- breach confidentiality, for example by:
 - * revealing confidential intellectual property or information owned by Paces or;
 - * giving away confidential information about an individual (such as a pupil or colleague) or organisation (such as other parts of Paces); or
 - * discussing Paces' internal workings (such as proposals or plans which are not yet public)
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - * making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age or;
 - * using social media to bully another individual (such as an employee of Paces); or
 - * posting images that are discriminatory or offensive or links to such content



- bring Paces into disrepute, for example by:
 - * criticising or arguing with students, parents, colleagues, partners or other charities or organisations or;
 - * making defamatory comments about individuals or other organisations or groups; or
 - * posting images that are inappropriate or links to inappropriate content or;
 - * breach copyright, for example by:
 - * using someone else's images or written content without permission; or
 - * failing to give acknowledgement where permission has been given to reproduce something.



Reacting on Social Media

Reactions on Social Media are important - it is important Paces engages with those who engage with us, however we must always think about the response.

Here is a sample process to follow - however, please always refer upwards if you have questions before responding

