



SOCIAL MEDIA POLICY & GUIDELINES

This policy serves as a guide for all Board Members, staff, contractors and volunteers using social media to promote the work of Aerial Recovery and in a personal capacity.

This policy will be reviewed on an ongoing basis, at least once a year. Aerial Recovery will amend this policy, following consultation, where appropriate.

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INTRODUCTION

What is Social Media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests.

-Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use Social Media?

Social media is essential to the success of communicating Aerial Recovery's work. It is important for staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Aerial Recovery's work.

Why do we need a Social Media Policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Aerial Recovery's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members of all levels, contractors, interns and Board Members and applies to content posted on both an Aerial Recovery device and a personal device. *(It may also apply to volunteers who volunteer in a substantial way with the charity)*

Before engaging in work-related social media activity, staff must read this policy.

Setting out the Social Media Policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Aerial Recovery and the use of social media by staff, contractors, Board Members and substantial volunteers in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff, contractors, Board Members and substantial volunteers support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Point of Contact for Social Media

Aerial Recovery has appointed a staff member who is responsible for the day-to-day publishing, monitoring and management of the charity's social media channels. If you have specific questions about any aspect of these channels, speak to this individual. No staff member can post content on Aerial Recovery's official channels without the permission of this individual or the CEO.

Which Social Media Channels do we use?

Aerial Recovery uses the following social media channels: *Facebook, LinkedIn, Instagram*

Aerial Recovery uses these accounts to share news with the public, to raise awareness about the mission, vision & charitable objectives of the organization and to encourage people to become involved in & support our work.

GUIDELINES

Using Aerial Recovery's Social Media Channels — Appropriate Conduct

1. The designated Social Media Management Team or the CEO is responsible for setting up and managing Aerial Recovery's social media channels & online platforms. Only those authorized to do so by the CEO will have access to these accounts.
2. Aerial Recovery's Social Media Management Team or the CEO responds to comments within 12 hours.

Aerial Recovery expects all staff, contractors, Board Members and substantial volunteers to:

3. Be an ambassador for our brand. Staff and Board Members should ensure they reflect Aerial Recovery's values & Code of Conduct in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all staff should refer to when posting content on Aerial Recovery's social media channels.
4. Make sure that all social media content has a purpose and a benefit for Aerial Recovery, and accurately reflects Aerial Recovery's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

8. If staff outside of the Communication Team wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Social Media Management Team or CEO about this.

9. Staff and Board Members shouldn't post content about supporters or individual Beneficiaries without their express permission. If Staff and Board Members are sharing information about supporters, individual Beneficiaries or third party organizations, this content should be clearly labeled so our audiences know it has not come directly from Aerial Recovery. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.

10. Always check facts. Staff and Board Members should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

12. Staff, board members or volunteers should refrain from offering personal opinions via Aerial Recovery's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Aerial Recovery's position on a particular issue, please speak to the Social Media Management Team or the CEO.

13. It is vital that Aerial Recovery does not encourage others to risk their personal safety or that of others, to gather materials.

14. Staff should not encourage people to break the law to supply material for social media, such as using unauthorized video footage. All relevant rights for usage must be obtained before publishing material.

15. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Aerial Recovery. This could confuse messaging and brand awareness. By having official social media accounts in place, the

Social Media Management Team or the CEO can ensure consistency of the brand and focus on building a strong following.

16. Aerial Recovery is not a political organization and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on Aerial Recovery's social media channels, staff should seek advice from the Social Media Management Team or the CEO before responding. If they are not available, then staff should speak to their deputy.

18. No one may offer a professional opinion, unless they are an appropriately qualified professional.

19. If you cite professional recommendations or findings, include which reputable authority you are quoting and, ideally, a link to the source document.

20. Do not post personal information, such as someone's home address, and never post about individuals without their consent.

21. If you disagree with something and feel you should respond, always be courteous and do not personalize your response. Always try to offer alternative solutions, as this helps to encourage debate, rather than argument.

22. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity. The Social Media Management Team or the CEO regularly monitors our social media spaces for mentions of Aerial Recovery so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, it must escalate to the CEO.

Use of Personal Social Media Accounts — Appropriate Conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Aerial Recovery staff are expected to behave appropriately, and in ways that are consistent with Aerial Recovery's Values and Code of Conduct Policy, both online and in real life.

1. Be aware that any information you make public could affect how people perceive Aerial Recovery. You must make it clear when you are speaking for yourself and not on behalf of Aerial Recovery. If you are using your personal social media accounts to promote and talk about Aerial Recovery's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent Aerial Recovery's positions, policies or opinions." If you offer an opinion, make clear it is an opinion and not fact.
2. Staff who have a personal blog or website which indicates in any way that they work at Aerial Recovery should discuss any potential conflicts of interest with the CEO. Similarly, staff who want to start blogging and wish to say that they work for Aerial Recovery should discuss any potential conflicts of interest with the CEO.
3. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Aerial Recovery's view.
4. Use common sense and good judgment. Be aware of your association with Aerial Recovery and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.
5. Aerial Recovery works with several high profile people. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the Social Media Management Team or the CEO. This includes asking for retweets/posts about the charity. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Social Media Management Team or the CEO to share the details.
7. If a staff member is contacted by the press about their social media posts that relate to Aerial Recovery, they should talk to the CEO immediately and under no circumstances respond directly.
8. Aerial Recovery is not a political organization and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Aerial Recovery, staff are expected to hold Aerial Recovery's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Aerial Recovery, and understand and avoid potential conflicts of interest.

9. Never use Aerial Recovery's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Social Media Management Team or the CEO.

10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely.

11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

12. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Aerial Recovery and using the guidelines within this policy, we encourage staff, board members and volunteers to do this as it provides a human voice and raises our profiles. However, if the content is controversial or misrepresented, please highlight this to the Social Media Management Team or the CEO who will respond as appropriate.

13. Don't be offensive to anyone, for any reason. If you wouldn't say it to their face, don't say it at all and, if you wouldn't want your mother to read it, don't write it.

14. Employees must not post provocative or inappropriate images, videos, or media that might harm their or the organization's reputation, including sexually suggestive or explicit content, or any material that discriminates or incites violence against individuals or groups. Violations may lead to disciplinary action, including termination.

FURTHER GUIDELINES

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring Aerial Recovery into disrepute by making defamatory comments about individuals or other organizations or groups.

Copyright Law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Aerial Recovery is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our Confidentiality Policy for further information.

Discrimination and Harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Aerial Recovery social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

The IRS's Position on Lobbying

In general, no organization may qualify for section 501(c)(3) status if a substantial part of its activities is attempting to influence legislation (commonly known as *lobbying*). A 501(c)(3) organization may engage in some lobbying, but too much lobbying activity risks loss of tax-exempt status.

Legislation includes action by Congress, any state legislature, any local council, or similar governing body, with respect to acts, bills, resolutions, or similar items (such as legislative confirmation of appointive office), or by the public in referendum, ballot initiative, constitutional amendment, or similar procedure. It does not include actions by executive, judicial, or administrative bodies.

An organization will be regarded as attempting to influence legislation if it contacts, or urges the public to contact, members or employees of a legislative body for the purpose of proposing, supporting, or opposing legislation, or if the organization advocates the adoption or rejection of legislation.

Organizations may, however, involve themselves in issues of public policy without the activity being considered as lobbying. For example, organizations may conduct

educational meetings, prepare and distribute educational materials, or otherwise consider public policy issues in an educational manner without jeopardizing their tax-exempt status.¹

Protection and Intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the Social Media Management Team or the CEO immediately.

Under 18s and Vulnerable People

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with Aerial Recovery follows the same rules as the offline 'real-life' relationship. Staff should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the young person and Aerial Recovery content and other content is appropriate for them. Please refer to *Aerial Recovery's Safeguarding Policy*.

Responsibilities and Breach of Policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Aerial Recovery is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to *Aerial Recovery's Misconduct & Disciplinary Action Policy* for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Social Media Management Team or the CEO.

NOTE: All staff, board members, volunteers and relevant beneficiaries should sign [Aerial Recovery's 'Media Consent and General Release Acknowledgement and Agreement Form'](#)

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<https://www.irs.gov/charities-non-profits/lobbying#:~:text=In%20general%2C%20no%20organization%20may,loss%20of%20tax%2Dexempt%20status.>



SOCIAL MEDIA POLICY AGREEMENT

I, _____ (*insert full legal name of Board Member, employee, contractor or volunteer*) hereby confirm that I have read and understood 'Aerial Recovery's Social Media Policy' as well as Aerial Recovery's 'Values', 'Code of Conduct Policy' and 'Misconduct and Disciplinary Policy & Procedures'. I agree to adhere to these policies. I understand that if I violate Aerial Recovery's Social Media Policy in such a way as that also violates the other aforementioned policies then I will be subject to disciplinary actions as detailed in *Aerial Recovery's Misconduct and Disciplinary Policy and Procedures*.

I understand that Aerial Recovery retains the right to take down any post or comment that breaches the guidelines outlined in Aerial Recovery's Social Media Policy. Particularly any post or comment that:

- We believe may break the law, such as data protection (privacy), copyright, harassment, libel, incitement of hatred or menacing behavior.
- Contains views that we feel the majority of reasonable people would consider to be offensive.
- Is irrelevant to our work and the online conversations being held, or which may be misleading, particularly when stating an opinion as fact.
- Any information that should remain confidential as it may compromise Operators safety in the field or compromise the safety of those we exist to serve and protect
- Is mission critically sensitive information that disclosure could potentially jeopardize mission success.
- Promotes a commercial company.
- Repeated or serious breaches of the above will result in removal from access to the group and disciplinary action

I have signed [Aerial Recovery's 'Media Consent and General Release Acknowledgement and Agreement Form'](#)

(Signature)

(Date)