

Social Media Policy
Issue 1
Ref: [Peter Gooding]

SOCIAL MEDIA POLICY

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Social Media Policy

PREFACE

In order to protect our charity's brand and reputation as well as our cadets, volunteers, apprentices and employees online, we have set out this policy to ensure correct use of digital content in the public eye.

This document sets out a clear policy on the publication of content online when posted in regards to Sea Cadets, Marine Society or MSSC or when acting in your employed (MSSC) or volunteer (Sea Cadets) role. This policy ensures that MSSC employees and Sea Cadets volunteers are compliant with the regulations of posting digital content in their roles.

Social Media Policy

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1. INTRODUCTION – STATEMENT OF INTENT

The aim of this policy is:

- 1.1 To ensure all employees and volunteers protect the brand and reputation of the charity online
- 1.2 To protect all of the charity's members (cadets, volunteers, employees, apprentices)



2. IMPLEMENTATION

This policy must be implemented at all times when posting digital content in relation to Sea Cadets, Marine Society or MSSC; it is the responsibility of individuals to make sure they adhere to the policy accordance with the further guidance and processes issued below.

For the purposes of this policy only an 'employee' of the MSSC includes those employed on permanent or fixed term contracts of employment, those on secondment or on loan to the MSSC, those on a temporary contract or employed through an agency to work for the MSSC or an independent consultant for the MSSC.

Failure to adhere to this policy could lead to implementation of the formal disciplinary action being taken against the employee. Volunteers breaching this policy, as outlined in the code of conduct for adults (ASCR 12), may be subject to further (appropriate) disciplinary action.



3. RELATED POLICIES

This policy is supported by a range of guidelines:

- [Safeguarding Policy](#)
- Internet and Network Usage Policy – found on Compass website [Employees only]
- [Code of conduct \(ASCR 12\)](#) [Volunteers only]
- [Code of conduct](#) [Employee only]

4. SCOPE

This policy relates to the use of any online digital tool, including but not limited to social media sites, message boards, blogs and websites. Content refers to but is not limited to photography, images and wording.

MSSC understands digital communications provide an important role in our daily lives and does not wish to nor can it prohibit the use of digital tools. However, this document sets out a guideline that protects the reputation of the charity and safeguards the interests of its members.

4.1 Volunteers:

If a problem ever arises online, particularly negative comments, abusive or discriminatory language and you're not sure how to deal with it, or if you have any questions about the use of photography, images and digital media please seek advice from the National Support Centre Communications Team on 020 7654 7000 or email marketingsupport@ms-sc.org

If you're concerned about a safeguarding issue, such as cyberbullying, please contact the Safeguarding Team on 020 7654 7098 (out of hours: 020 7654 7070) or safeguarding@ms-sc.org

4.2 Employees:

If a problem ever arises online, particularly negative comments, abusive or discriminatory language and you're not sure how to deal with it, or if you have any questions about the use of photography, images and digital media please seek advice from your line manager/Director, the HR team or a member of the National Support Centre Communications Team on 020 7654 7000 or email marketingsupport@ms-sc.org

If you're concerned about a safeguarding issue, such as cyberbullying, please contact the Safeguarding Team on 020 7654 7098 (out of hours: 020 7654 7070) or safeguarding@ms-sc.org



5. RULES FOR POSTING ONLINE

The next few paragraphs set out the rules a user must adhere to when posting digital content that is linked to the charity or can be linked back to the user as a representative/'member of the charity' (employee or volunteer).

It is important to always conduct yourself on the internet as you would face-to-face, being aware of both what you say and how you say it. If you wouldn't say or do something in the "real" world, then don't do it online.

5.1 Code of conduct. MSSC has a reputation to maintain and it is important to remember the uniform and mention of the brand links a user to their role within the charity. As such, material posted reflecting the charity must be done with respect and consideration, which includes depiction of the charity's name, facilities, equipment and uniforms or any other item owned by the charity, directly or indirectly. Content online that is posted in relation to your role within the charity must adhere to your code of conduct as an [employee](#) or a [volunteer](#) (Code of Conduct ASCR12).

5.2 Friend requests / network 'ties' online. It is also important to be mindful of who you (on a charity page or your personal social media account) make or accept friend requests with. Consider your relationship with that person –

5.2.1 is it MSSC related or personal

5.2.2 what type of material you will be sharing on your site, and whether or not this will cause offence or compromise your position with that person, your employer or the charity you volunteer with in the real world.

It is not acceptable for a volunteer or employee to make or accept a friend request from a cadet on a personal account unless the cadet and volunteer/employee are related.

5.3 Inappropriate content. Inappropriate material which MSSC will not condone or endorse, includes, but is not limited to anything involving:

- a. Inappropriate language, profanity or abusive language (verbal or written)
- b. Violence
- c. Bullying
- d. Exploitation
- e. Sexual or other innuendo

- f. Discriminatory language including racial abuse
- g. Harassment of any kind
- h. Posting of and dissemination of confidential MSSC and SCC documents (electronic, hard copies etc)
- i. Embarrassment or humiliation
- j. Defamation (libel)
- k. Photos of cadets with weapons that do not meet guidelines (link to below)
- l. Posts that reveal political affiliations/views/bias
- m. Full naming cadets (first name and surname used together or personal contact information (telephone numbers, email, residential addresses etc.)
- n. Any other content that may be damaging/detrimental to the charity
- o. Misuse of equipment

Any content which may include any of the above should never be associated with Sea Cadets, Marine Society or MSSC. If your personal page or post infringes on any of the above, then you should not link yourself to Sea Cadets or MSSC from your account in any way.

5.4 Misleading content. Material must not be posted online that could compromise the charity by presenting a perception that is misleading, inaccurate or false concerning/regarding Sea Cadets, Marine Society or MSSC. Any such material must be removed immediately. Those responsible for posting the material may be liable to further action.

5.5 Oversight. Each Sea Cadets units' social media pages must have two volunteers with Administrator access to ensure all content is appropriate, meets the requirements of this policy and responds immediately where it does not. In no circumstances can a cadet have administrator access on a unit's social media page.

Any Marine Society and Sea Cadets national social media pages including, but not limited to, boating stations, training centres, juniors, RMC, inshore, offshore and areas, must include at least one member of the HQ Communications Team, plus an MSSC employee at the Area Office or National Support Centre as an administrator to ensure all content is appropriate, meets the requirements of this policy and to respond immediately where it does not.

5.6 Groups. Closed communication groups on social media or other networks are only permitted for the purpose of Sea Cadets business for volunteers within their unit and area. Under no circumstances should cadets be invited or accepted to join a closed group or conversation.

5.7 Personal messages. When contacting cadets via email, the internet, social media or text messages, volunteers and employees must copy another Sea Cadets' volunteer or parent/legal guardian into all communications. All communication should relate exclusively to Sea Cadets' activities. Junior cadets should not receive direct

communication from Sea Cadets volunteers; all such communication should be directed through the cadets' parents or guardians.

5.8 Messaging young people through a page/closed network. It is essential that messaging young people be conducted from a page with two administrators (as above) to ensure that any private messages from cadets can be seen by more than one adult and therefore that conversation is not private.

6. FURTHER SUPPORT

If you need more information or are unsure about the material you want to post on the internet, please speak directly to your CO or the team at Area Office. In addition, you can visit the following websites about online safety (keeping people safe online)

www.thinkuknow.co.uk/ and www.getsafeonline.org/

The National Support Centre Communications Team is always on hand to offer advice and assistance, please call us on 020 7654 7000

