

HOME-START BRACKNELL FOREST

Bracknell Open Learning Centre
Rectory Lane
Bracknell
Berks RG12 7GR

Telephone: 01344 860025

E-mail: admin@homestartbf.plus.com

Website: www.homestartbracknellforest.org.uk



Social networking policy and procedure in Home-Start Bracknell Forest

Policy Statement

Home-Start Bracknell Forest is committed to promoting and protecting the reputation of Home-Start and to ensuring that all those associated with Home-Start are treated with respect and confidentiality.

Procedures

1. Home-Start Bracknell Forest's online presence

- 1.1 The trustees are responsible for ensuring that Home-Start Bracknell Forest's online presence does not breach our confidentiality or equal opportunities policy and that the scheme's good reputation is maintained
- 1.2 Content is uploaded and approved by office staff
- 1.3 Privacy settings are set as agreed by the trustees and following guidance from Home-Start UK
- 1.4 Photographs are only uploaded with the consent of all those pictured
- 1.5 Regular checks that the social media content is appropriate and up to date are undertaken by office staff on a weekly basis, as far as possible
- 1.6 The Home-Start corporate identity is used correctly and identifies the site by the scheme name and logo
- 1.7 Any complaints that may be brought up on the site are responded to at the earliest opportunity, taken to a private communication channel, and follow the scheme's complaints procedure

2. Trustees and staff

Social networking policy & guidance

Issued by HSUK: July 2011. Reviewed: Nov 2014 by AOB

To be reviewed by HSUK: Nov 2015

18 September 2015

- 2.1 Trustees and staff ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Home–Start families if they discuss Home–Start in their personal blogs or on social networking accounts
- 2.2 Trustees and staff are encouraged to promote and celebrate Home–Start’s successes and news in their personal blogs or on social network accounts, within the boundaries of confidentiality and respect, as above
- 2.3 Staff do not engage in personal social networking activities during work hours
- 2.4 Trustees and staff ensure that they do not bring Home–Start Bracknell Forest into disrepute by making inappropriate comments on their personal blogs or social media accounts
- 2.5 Home–Start staff will not add any current volunteer (active or resting) as a Facebook friend; in order to maintain the appropriate service boundaries. Current volunteers may follow Home–Start UK or Home–Start Bracknell Forest fan pages or Twitter accounts and share messages from them.
- 2.6 Home–Start staff and trustees will not add any family referred to or supported by Home–Start as a Facebook friend. Current staff and trustees may follow Home–Start UK or Home–Start Bracknell Forest fan pages or Twitter accounts and share them.
- 2.7 Breaches of confidentiality or equal opportunities and diversity policies are treated seriously, and may be addressed through the scheme’s disciplinary process
- 2.8 Trustees and staff will not use the Home–Start logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific Home–Start promotional/ ‘supporter’ badges as approved and encouraged by Home–Start UK.
- 2.9 New trustees and staff receive this policy as part of their induction into Home–Start

3. Volunteers

- 3.1 Volunteers ensure that they do not breach the confidentiality or dignity of colleagues, volunteers or Home–Start families if they discuss Home–Start in their personal blogs or on social networking accounts
- 3.2 Volunteers are encouraged to promote and celebrate Home–Start’s successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect, as above
- 3.3 Volunteers do not add any Home–Start supported family as a Facebook friend during the period of their support by the scheme
- 3.4 Once support to a family has ended, the volunteer and family may choose to continue their relationships as friends and to meet and communicate through social networking sites. This is a private arrangement and outside the Home–Start service
- 3.5 Volunteers will not use the Home–Start logo or corporate identity materials on personal websites, blogs or social networking accounts
- 3.6 Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the scheme
- 3.7 New volunteers receive this policy as part of their induction into Home–Start

Social networking policy & guidance

Issued by HSUK: July 2011. Reviewed: Nov 2014 by AOB

To be reviewed by HSUK: Nov 2015

18 September 2015

4. Previous links on social networks

4.1 Home-Start Bracknell Forest recognises that in the community it serves, families, volunteers, trustees and staff may have been friends or acquaintances prior to their involvement with Home-Start. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service boundaries and to protect the reputation of Home-Start and the confidentiality of those we work with.

Where staff, volunteers or families have existing Facebook/social networking friendships these may be maintained, but they should not at any time discuss or comment on any operational or confidential Home-Start matters on the network.

Date policy adopted: 3rd June 2015

Signature of chair: Hilary Mason

Date policy to be reviewed: June 2018