

Policy: Social Networking policy and procedure

Policy Statement

Home-Start Barnet, Brent and Harrow 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 Barnet, Brent and Harrow's online presence

1. The trustees are responsible for ensuring that Home-Starts online presence does not breach our confidentiality or equal opportunities policy and that the scheme's good reputation is maintained
2. Content is uploaded and approved by the CEO
3. Privacy settings are set as agreed by the trustees
4. Photographs are only uploaded with the consent of all those pictured
5. Quarterly checks that the website / social networking site content is appropriate and up to date are undertaken by Admin/CEO
6. The Home-Start corporate identity is used correctly and identifies the site by the scheme name and logo.
7. Any complaints that may be brought up on the site are immediately responded to via a private communication channel and follow the scheme's complaints procedure.
8. Social networking should not be used in background checking families or volunteers.

2. Trustees and staff's personal use of social networking

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. Trustees and staff are encouraged to promote and celebrate Home-Start's successes and news within the boundaries of confidentiality and respect as above
3. Staff do not engage in personal social networking activities during work hours
4. Trustees and staff ensure that they do not bring Home-Start or the wider Home-Start network into disrepute by making inappropriate comments in their personal blogs / social networking accounts

5. Home-Start staff and trustees do not add any volunteer or family referred to or supported by Home-Start as a Facebook/social network friend
6. Breaches of confidentiality or equal opportunities and diversity policies are treated seriously, and may be addressed through the disciplinary process
7. Trustees and staff do not use the Home-Start logo or corporate identity materials on personal websites, blogs or social networking accounts. They may link to and /or endorse official Home-Start sites.
8. New trustees and staff receive this policy as part of their induction into Home-Start

3. Volunteers' personal use of social networking

1. Volunteers ensure that they do not breach the confidentiality or dignity of staff, other volunteers or Home-Start families if they discuss Home-Start in their personal blogs or on social networking accounts
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. Volunteers do not add any Home-Start supported family as a Facebook/social network friend during the period of their support by the scheme
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
5. Volunteers do 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 and the scheme
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
7. New volunteers receive this policy as part of their induction into Home-Start

4. Previous links on social networks

1. Home-Start 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.
- 4.2 Where staff, volunteers or families have existing Facebook/social networking friendships with others connected with Home-Start, 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, if breached the matter will be referred to the disciplinary procedure.

This policy adopted:

Date policy to be reviewed:

Signature of Chair

Name: Julia Roberts