

VOLUNTEER MEDIA AND SOCIAL NETWORKING POLICY

Last updated: February 2019

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Introduction and background

The purpose of this policy is to set out the Charity's rules regarding social media and social networking. During your volunteering role you may wish to, or be asked to, share information about the Charity or your experience with the Charity on social media. Sharing charity news and information on social media can be an excellent way to raise awareness for The Brain Tumour Charity.

The absence or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, volunteers should use their professional judgment and take the most prudent action possible. Consult with your Volunteer Coordinator if you are uncertain.

If a volunteer will be using social media as part of their volunteering role, The Charity will ensure that they have completed the relevant in-house training.

Policy Details

Social networking

When using social media, we would ask all volunteers to be respectful of the Charity, other volunteers, employees, stakeholders, partners and competitors, in order to protect The Charity's reputation. As a volunteer, your online presence reflects the Charity. Be aware that your actions captured via images, posts or comments can reflect that of the Charity.

Do not disclose confidential information through any social networking account, including Facebook, Instagram etc. or through Twitter or blogging.

If you are unsure about whether a blog, tweet, post, comment, or photo is acceptable, always consult your Volunteer Coordinator.

Blogs

We would ask all volunteers to inform their Volunteer Coordinator about any blogs to which they regularly contribute.

Personal blogs should have clear disclaimers that the views expressed by the author of the blog are the author's alone and do not represent the views of the Charity. Be clear and write in first person. Make it obvious in your blog that you are speaking for yourself and not on behalf of the Charity.

Information published on your blog(s) should comply with the Charity's confidentiality and data protection policies. This also applies to comments posted on other blogs, forums, and social networking sites.

Do not reference or cite Charity stakeholders, partners or supporters without their express consent. In all cases, do not publish any information regarding a beneficiary on your personal site. Respect copyright laws, and always reference or cite sources appropriately.

Plagiarism applies online as well as in print. Company logos and trademarks may not be used without written consent.

Media

No comments or stories should be given to the media unless the volunteer's role involves specific media relations. Our media relations are managed by our Marketing and Communications team and any requests from the media should be directed straight to the Marketing and Communications Manager.