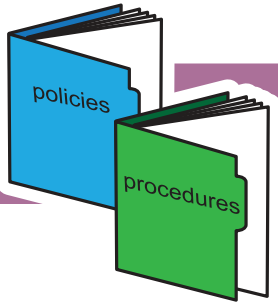


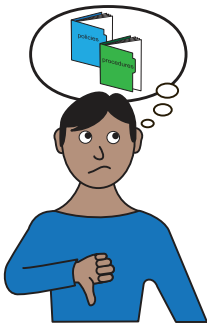


policies and procedures

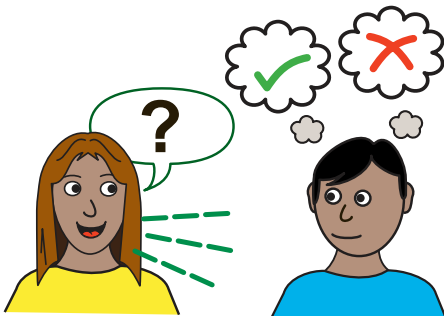


Our 'policies and procedures' are the rules about how we do things at Pyramid.

Following our policies and procedures helps to keep everybody safe.

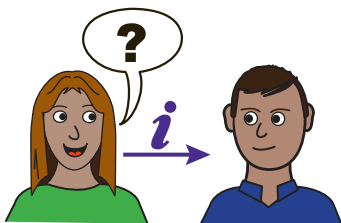


The policies and procedures also tell us what to do if something goes wrong.

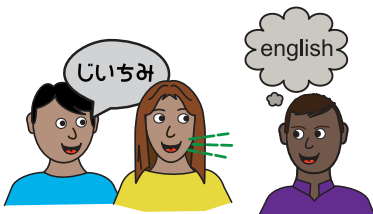


It is important that everybody at Pyramid can access and understand our policies and procedures.

The office team can help with this.



Please contact us if you would like support to read or understand this policy.



We can meet with you to talk about it. Or we can provide information in different format / language to suit your needs.



phone: **0113 234 6040**
text: **07531 215 999**
email: **governance@pyramid.org.uk**

Social Media Policy

The purpose of this policy is to explain:

- The standards of behaviour expected from everyone when they use their own social media
- How Pyramid workers should use Pyramid’s social media
- How Pyramid workers should support others to use social media

Key terms / words	Please use the glossary of policy terms for definitions of key terms used in our policies and procedures. Social Media: online communities such as social networks, chat-rooms and forums. Popular examples include Facebook, Twitter, Instagram and YouTube.	
Clarifications	The term worker is used in this policy to refer to anyone doing work for Pyramid, in any capacity, whether paid or voluntary.	
Who does this policy / procedure apply to?	Everyone.	
Related policies and procedures	Dignity and Respect Policy Code of Conduct Digital Devices and Internet Usage Policy	Data Protection Policy Privacy Statement Disciplinary Procedure Complaints Procedure
Who is responsible for this document?	The Operations Manager is responsible for making sure that this document is kept up-to-date with accurate information, and that it is made available to anyone who wants to read it. The Board of Trustees have a legal responsibility to ensure that Pyramid has appropriate policies and procedures in place.	
When was this document last checked?	The Trustees review all Pyramid policies and procedures on a rolling basis, and more often as required (for example, if there is a change in the law, or an incident review). This document was last checked by the Trustees on 06 February 2023	
Who to contact	If you have a question about this policy, or need support to understand it, please contact the Operations Manager.	

	Email governance@pyramid.org.uk	Phone 0113 234 6040
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Policy Statement

We expect everyone at Pyramid to treat others with dignity and respect. This applies just as much online as it does in person. Our **Dignity and Respect Policy** gives detailed guidance on what is considered acceptable and unacceptable behaviour, and you must stick to these standards when using social media.

Everybody's responsibilities when using their personal social media channels

Pyramid respects everybody's right to a private life and freedom of expression, but if you post content online that goes against our policies and core values (e.g. is abusive or discriminates), it might affect your Pyramid membership or result in disciplinary action. Please refer to our **Dignity and Respect Policy** for more information on this.

Data sent or received on a Pyramid-owned device is not private. The law says it belongs to Pyramid, and that Pyramid is responsible for it. Please refer to our **Digital Devices and Internet Usage Policy** for more information about this, and the rules about using our Wi-Fi connection.

Always follow these rules when using social media:

- Only use personal social media on your own time / during breaks
- Respect confidentiality and do not share private information about Pyramid or people connected to Pyramid without permission
- Do not use Pyramid's branding or create imitation accounts
- Be clear that you do not represent Pyramid, or its views, when appropriate to the conversation
- If you find yourself in a disagreement online, be respectful, or stop responding
- Only use social media in the ways you feel comfortable (see **personal boundaries**, below)
- Don't pressure anyone else to use social media or to add / follow your accounts (see **personal boundaries**, below)

Workers using Pyramid's social media channels for business

All posts on Pyramid's social media accounts should be made in line with our objectives. For example:

- Responding to queries about our work or accessing our services
- Sharing work produced by our members
- Sharing opportunities and events created by or relevant to Pyramid
- Sharing external content relevant to Pyramid

A worker representing Pyramid on social media must:

- Be respectful and polite in conversation
- Maintain confidentiality
- Be politically neutral
- Refer complaints or negative statements about Pyramid to their line manager (do not reply without approval from your manager)
- Refer requests for statements / interviews (e.g. from a journalist) to their line manager
- Not speak on matters outside their field of expertise
- Not post discriminatory, offensive, libellous or illegal content
- Remove offensive content as quickly as possible (e.g. if something is shared to one of our pages)
- Correct any misleading or false statements as quickly as possible

Workers supporting a child or vulnerable adult to use social media channels

There may be instances where people want to share their work or project online, and you are asked to support them to set up or maintain a social media account.

- Check with your Assignment Manager that this is okay before you do anything
- Your Assignment Manager is responsible for making sure you have the right skills and knowledge to support the member appropriately – especially your understanding of data security and privacy settings for the social media being used
- Ensure sure the member is making an informed choice about the social media they are using. Do they fully understand what they are sharing, and who can see it? Do they know how to access and change the privacy settings?
- Inform or remind the member of Pyramid's rules about social media as needed
- Talk to your Assignment Manager if you have any concerns that a member is misusing social media
- The member should have personal ownership and control of their social media accounts, and they should be set up in their own name

- If you are given (or find out) any account information, such as passwords, you must keep it confidential
- You do not have to be named / featured on someone else's social media. Talk to your Assignment Manager if you need support agreeing ground rules with the member you are supporting.

Personal boundaries

People use social media for lots of different reasons, and in different ways. Here's some examples:

- To keep in touch with family and close friends
- To share and promote their work
- To join communities of interest
- To meet people and make new friends

Remember that others might not want to use social media in the same way as you.

Some people enjoy sharing many parts of their lives and talking to lots of people, others prefer to be very private and communicate with only a few people online.

Everybody has a choice about whether or not to use social media, and in what ways.

Pyramid can provide signposting to training and advice on using social media safely so if you need some help, let us know.

Some general advice:

- Check the privacy settings on the social media that you use, and make sure you're happy with what others can see about you
- Choose carefully who you add as a friend / follow on your accounts
- You don't have to add or follow someone if they send you a request, it is your choice
- There is no need to be insulted or take offence if someone doesn't want to add or follow you on their social media. Everybody engages in different ways, and it is their choice.
- Don't pressure anyone to use social media or to add / follow your accounts