

Social Media Policy

Version number	Date	Author	Purpose
01	02.11.22	Amanda Casson Webb	Minimise risks, define expectations

Executive summary

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This policy applies to all RAD colleagues (including trustees and volunteers) and explains how RAD uses social media and sets out the standards of behaviour expected from colleagues, clients (including our wider audience) and third parties.

The policy includes information on:

- Our social media accounts, content and management
- Our social media rules and expectations
- Personal social media

RAD's understanding of social media is that it is any form of web platform or mobile application that enables users to network, share information, photos or ideas with other users who share their social network or online community.

We use social media to promote RAD's services, provide regular updates about its work and share relevant information for the Deaf Community in the UK, including information about our partners.

Our social media accounts:

- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)
- [YouTube](#)

We also have a [Facebook group](#) that serves as a moderated platform for the Deaf Community in the UK to engage and share news, events and information that is useful and interesting.

Our social media accounts are managed by the PR and Marketing team and are reactively moderated.

We manage accounts during office hours Monday to Friday 08:30 to 17:30 (not including public holidays). Our Facebook Messenger account has an autoreply that signposts users to crisis support information, including access to RAD's Live-Chat service.

NB. The PR and Marketing team does monitor and will react to information, activities and events in the public interest that occur outside of these hours.

Team email address: marketing@royaldeaf.org.uk

Full policy

Purpose and scope

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RAD's social media | accounts and management

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Every colleague in the PR and Marketing team has access to the direct messaging elements of each social account and as such:

- Is a trained Mental Health First Aider
- Has received additional training in suicide prevention

Author: Joint Chief Executives

September 2022

Review date:

- Has Level 2 Safeguarding Adults and Level 2 Safeguarding Children training that is refreshed annually. (Training is provided face-to-face every two years, with an online refresher in-between)

To support the back-function of our social media accounts RAD also has a YouTube channel, where all our BSL videos and content is uploaded.

So that they can collect information about donations RAD's finance team also has access to our Facebook account.

Access to all RAD's social media platforms and content is restricted to a needs-only basis and is managed by the PR and Marketing team.

Social media content

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All our content is accessible in British Sign Language (BSL) and English and follows a strict approvals process. If you follow our accounts, you can expect regular content such as:

- News stories – including accessible versions of public service announcements that have not been made available in BSL
- Promotion of RAD's services
- Content of interest to the Deaf Community – including retweets and shares of content from other deaf organisations
- Retweets and shares of announcements by UK Government, local authorities and the Royal Family

Personal social media accounts

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Colleagues may wish to talk about and promote RAD on personal social media accounts and are encouraged to follow RAD's accounts (there is no mandatory requirement or expectation to do so).

Colleagues may:

- Share RAD's posts
- Mention employment at RAD (employer/ job title, etc.) in personal profiles
- Comment on posts – but should have a disclaimer that explains that all posts opinions are their own

Colleagues may not:

- Post their own content about RAD's services and events
- Use any RAD publicity and imagery with prior approval from the PR and Marketing team
- Breach RAD client confidentiality, including posting videos or photos of RAD's clients
- Post content that could embarrass or harm another colleague
- Post something negative about RAD that could harm our organisation's reputation
- Comment on RAD's behalf – should colleagues see a post about RAD that they feel

Author: Joint Chief Executives

September 2022

Review date:

the organisation should comment on, the Joint CEOs should be made aware, and will approve any official comment (that will be posted by the PR and Marketing team)

Social media rules and moderation

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The rules and expectations that we ask of everyone who engages with us on social media:

- Be kind, respectful and non-judgmental: treat everyone equally and respect other views and opinions
- We will always accept constructive feedback about RAD (and will not delete these comments) - but we cannot allow criticism of individuals. Any criticism directed to an individual will be removed
- We monitor every post, tag and comment. Hateful, discriminatory or offensive comments and posts will be removed. If you are concerned about a post, please contact our PR & Marketing team
- We reserve the right (but not the obligation) to monitor all posts and the right to decline/remove posts and/or block accounts
- Do not share personal information, for example: your address/email/phone number
- Content must be relevant to the Deaf Community
- Equal access is important to us. If you can, we ask that where possible, posts are shared in BSL, with subtitles. Any post or survey that has a lot of text must be accessible in BSL
- Spam posts, product promotions and job adverts or recruitment will be removed
- We will allow the promotion of services that are accessible and relevant to the deaf community (and that are not provided by RAD)
- Do not post appeals for money. We also ask that you do not post appeals for money from either people or organisations
- Agree to adhere to the Terms of Service for all social media accounts

Contact us | press and general enquiries

[Click here for BSL](#)

As one of the leading charities working with deaf people in the UK, RAD is available for comment and contact on issues that affect and pertain to the Deaf Community.

To contact us please send an email or BSL video to: marketing@royaldeaf.org.uk

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