



The Gatehouse Social Media Policy

Policy ID Number: P011

Policy Passed by Board of Trustees: January 2020 Valid until: January 2023

1. Introduction.

The purpose of this policy is to ensure the safe and efficient use of social media including Facebook, Twitter, and Instagram to help promote the organisation and assist it in reaching its marketing goals.

The Gatehouse community drop in centre offers free support services for adults aged 25+ who are: homeless, vulnerably housed, on low income and/or looking for company & community. The Gatehouse offers a free cafe (six evenings a week), therapeutic workshops and one to one support (over two evenings and one afternoon a week).

The Gatehouse's main aims on social media are:

- To reduce stigma around homelessness and raise awareness.
- To raise awareness of the charity.
- To recruit additional volunteers, food and clothes donors, financial donors, other supporters and users of the project.

2. Actions by Gatehouse staff or volunteers when posting or commenting on social media.

2.1 Authorised staff or volunteers:

Only authorised staff or volunteers are permitted to place any posts on social media. These staff and volunteers are part of the Gatehouse marketing team and are authorised by the Project Director.

2.2 When using social media, staff and volunteers representing the Gatehouse will:

- Recognise a minimum level of posting on all sites is needed (once a week initially).
- Recognise that each post should link to the aims of the organisation and should be authentic.
- Recognise that the Gatehouse is politically neutral and our social media accounts are not permitted to campaign or lobby on political issues.
- Recognise that the Gatehouse social media accounts are non-religious, and are not permitted to proselytize on religious matters.

- Not post content that could bring the charity's reputation into disrepute.
- Ensure the social media accounts are registered to an @oxfordgatehouse.org email account.
- Alert the Project Director, or Operations manager, if an account has been compromised.
- Be accurate, obtain copyright where necessary and give credit where due.
- Generally, ensure that any people featured in posts retain anonymity, other than in cases where such information is already featured elsewhere online, or this information is required in the context of the post.
- Not post confidential or personal content of the users of the project (including photos and videos) unless this has specifically been authorised by the Project Director and written consent has been obtained from that user in line with GDPR 2018.
- Gain written consent from volunteers, staff and all other individuals in line with GDPR 2018 before posting photos, videos or other personal information.
- Obtain authorisation for all posts from the Project Director, Operations Manager or Fundraising Coordinator. Normally the Fundraising Coordinator will have responsibility for providing authorisation, however in their absence one of the other post holders will be identified to provide cover.

2.3. Dealing with inappropriate responses to posts:

- **How to manage a crisis and prevent conflict:**
The very nature of most social media means that there is a potential for conflict. You are sharing information, messages, and possibly opinion with strangers, there will be people who do not like, or agree with what you are saying. Public confrontation is something that could negatively impact the Gatehouse in the long run. With this in mind, how you react to a message or post is important.
- **Is it a complaint or feedback?** The marketing team should be sure not to overreact. Take a minute to reread what's been said. Is someone actually criticizing The Gatehouse, or offering a helpful opinion? Either way, acknowledge them and let them know what you will do as a result. It is easy to get caught in the heat of the moment, however wrong, rude or insulting someone has been, take a few minutes to collect yourself before you respond.
- **Take it offline.** The best way to avoid a prolonged issue with a disgruntled social media user is to take it offline. Ask for an email address, and then contact them via that route. Speaking in person rather than over a series of 140 character messages is definitely going to work better for both of you.
- **Delete, hide or block a social media user if it persists.** The Project Director or Operations Manager should be informed if this occurs.

3. Policy for public users of Social Media sites run by the Gatehouse:

3.1 Removal of inappropriate content, and banning users.

All users of social media sites run by the Gatehouse are expected to be respectful and considerate of others. The Gatehouse retains the right to remove comments or content that includes:

- Obscene, racist, or abusive content.
- Personal attacks, insults, or threatening language.
- Potentially libelous statements.
- Plagiarized material, any material in violation of any laws including copyright.
- Private, personal information published without consent.
- Commercial promotions or spam.

Breaches will result in removal and warning and repeat breaches may result in a ban or blocking from the site.

3.2 Disclaimers:

- The Gatehouse is not responsible for the accuracy of content posted by any public user of any social media site run by the Gatehouse. Opinions expressed in comments on these social media sites do not necessarily represent those of the Gatehouse.
- All comments, once posted, become the property of the Gatehouse and we reserve the right to reproduce, distribute, publish, display or edit. Derivative work can also be created from such postings or content, and used for any purpose, in any form and on any other media.
- The Gatehouse is not responsible, liable for and does not endorse the privacy practices of any social media or linked websites. Your use of social media and any linked websites is at your own risk. social media sites may be unavailable occasionally and we accept no responsibility for any such lack of service.
- The presence of any advert on our social media pages is not an endorsement of the authenticity or quality of the goods, services or websites and the Gatehouse will not be held responsible for any claims arising in that respect.

By choosing to post, comment or use any Social Media site run by the Gatehouse, users are deemed to agree to this public user's policy.