Penguins Against Cancer

Kicking Cancer Into Touch!

Social Media Policy

A guide on using social media to promote the work of Penguins Against Cancer.

This policy will be reviewed on an ongoing basis, at least once a year. Penguins Against Cancer (PAC) will amend this policy, following consultation, where appropriate.

The framework for this policy is based upon documentation from the Fundraising Regulator, CharityComms and Charity Commission.

Date of last review: 23/05/2024

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Introduction

Summary

Regardless of which social networks are being using, following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates. You must also adhere to the Terms & Conditions of the social media platform.

- **If unsure, don't post it.** Err on the side of caution when posting to social networks. If you feel an update or message might cause complaints or offence — or be otherwise unsuitable — do not post it.

- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Everyone should adopt the same level of courtesy used when communicating via email or face to face conversations.

- **Look out for security threats.** Be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.

- **Don't make promises without checking.** Some social networks are very public, do not make any commitments or promises on behalf of Penguins Against Cancer without checking that the Charity can deliver on the promises.

- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once contact has been made, further communications should be continued via the most appropriate channel — usually email or telephone.

- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Always take the time to think before responding and hold back if in any doubt at all. Take the discussion off-line out of the public domain.

- **Now continue reading.** The above is a summary, please read the remainder of the guide.

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, X, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating PAC's work. It is important for some Members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of PAC's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to PAC's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

It is important that references to the Charity on social media are posted in a way that enhances the Charity's prospects without compromising its integrity.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of PAC, and the use of social media by Members in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help Members support and expand our official social media channels, while protecting the Charity and its reputation and preventing any legal issues.

Point of contact for social media

The PAC Social Media team is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Social Media team. No other member can post content on PAC's official channels without the permission of the Social Media team.

Which social media channels do we use?

PAC uses the following social media channels:

LinkedIn – https://www.linkedin.com/company/penguins-against-cancer/
Facebook – https://www.facebook.com/penguinsagainstcancer
Instagram - https://www.instagram.com/penguinsagainstcancer/
X - https://x.com/DareQuamAccipre
Website - https://www.penguinsagainstcancer.org.uk/
WhatsApp – Community Group used for Announcements to Members

PAC has recently started on the professional social network LinkedIn, the audience here is different to other platforms and the potential for individual and organisational networking spreads the PAC message.

Facebook & Instagram are very popular, many Guy's students are followers along with a wider community of supporters.

X is less popular, fewer followers and attracts unwanted comments. The continuation of this platform is under review.

The website and WhatsApp are included as, whilst used for announcements with no replies, still need to have the same care of use as other channels.

Guidelines

Using PAC's social media channels — appropriate conduct

1. The Social Media team is responsible for setting up and managing PAC's social media channels. Only those authorised to do so by the team will have access to these accounts.

2. As PAC has no employees the management, administration and maintenance of social media channels has no service level agreements. Ideally social media is checked daily, and any actions undertaken in a timely fashion.

3. Be an ambassador for PAC. Members should ensure they reflect PAC values in what they post on the social media channels.

4. Make sure that all social media content has a purpose and a benefit for PAC, and accurately reflects PAC's agreed position.

5. Bring value to our audience(s). Answer their questions, help and engage with them.

6. Take care with the presentation of content. Make sure that there are no typos, misspellings, or grammatical errors. Also check the quality of images & the copyright or ownership prior to publishing.

7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

8. If Members outside of Social Media team wish to contribute content for social media, they should speak to the Social Media team about this.

9. Members shouldn't post content about supporters or service users without their express permission. If Members are sharing information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from PAC. If using interviews, videos or photos that clearly identify a child or young person, Members must ensure they have the consent of a parent or guardian before using them on social media.

10. Always check facts. Members should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

12. Members should refrain from offering personal opinions via PAC's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about PAC's position on a particular issue, please speak to the Social Media team.

13. It is vital that PAC does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Members should not set up other Facebook groups or pages, X accounts or any other social media channels on behalf of PAC. This could confuse messaging and brand awareness. By having official social media accounts in place, the Social Media team can ensure consistency of the brand and focus on building a strong following.

16. PAC is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on PAC's social media channels, Members should seek advice from the Social Media team before responding. If they are not available, then Members should speak to the President or Vice-President.

18. Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Examples might include: behaviour at a fund raising event. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Social Media team regularly monitors our social media spaces for mentions of PAC so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the Social Media team will do the following:

Inform the Trustees of the situation.
Respond on social media that PAC is aware of the reported issue and are investigating.
Investigate and determine the nature of the issue.
Communicate findings to Trustees who will authorise either:
A rebuttal of the claims or an apology.

If anyone outside of the Social Media team become aware of any comments online that they think have the potential to escalate into a crisis, whether on PAC's social media channels or elsewhere, they should speak to the Social Media team immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. PAC Members are expected to behave appropriately, and in ways that are consistent with PAC's values and policies, both online and in real life.

1. Be aware that any information you make public could affect how people perceive PAC. You must make it clear when you are speaking for yourself and not on behalf of PAC. If you are using your personal social media accounts to promote and talk about PAC's work, you must use a

disclaimer such as: "The views expressed on this site are my own and don't necessarily represent PAC's positions, policies or opinions."

2. Members who have a personal blog or website which indicates in any way that they volunteer for PAC should discuss any potential conflicts of interest with the Social Media team.

3. Trustees or those with specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing PAC's view.

4. Use common sense and good judgement. Be aware of your association with PAC and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, Members and supporters.

5. PAC works with several high profile people, including major donors. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the Social Media team. This includes asking for retweets about the charity.
If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Social Media team to share the details.

7. If a Member is contacted by the press about their social media posts that relate to PAC, they should talk to the Social Media team immediately and under no circumstances respond directly.

8. PAC is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing PAC, Members are expected to hold PAC's position of neutrality. Members who are politically active in their spare time need to be clear in separating their personal political identity from PAC and understand and avoid potential conflicts of interest.

9. Never use PAC's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Social Media team.

10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

11. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

12. We encourage Members to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support PAC and the work we do. Where appropriate and using the guidelines within this policy, we encourage Members to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Social Media team who will respond as appropriate.

Further guidelines

Libel
Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether Members are posting content on social media as part of the Social Media team or in a personal capacity, they should not bring PAC into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law
It is critical that all Members abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality
Any communications that Members make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that PAC is not ready to disclose yet.

Discrimination and harassment
Members should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official PAC social media channel or a personal account. For example:
- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- using social media to bully another individual.
- posting images that are discriminatory or offensive or links to such content.

Lobbying Act
Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the President.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a Member considers that a person/people is/are at risk of harm, they should report this to the Social Media team immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under 18-years-old via social media, Members should ensure the online relationship with PAC follows the same rules as the offline 'real-life' relationship. Members should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Members should also ensure that the site itself is suitable for the young person and PAC content and other content is appropriate for them.

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of PAC is not a right but an opportunity, so it must be treated seriously and with respect.