



North Halifax Partnership Social Media Policy

1. Purpose

This policy guides staff, volunteers, placement students, and trustees on using social media to support North Halifax Partnership (NHP), while protecting the charity, staff, and service-users.

Objectives:

- Promote NHP's work and engage audiences professionally.
- Ensure safe, legal, and ethical use of social media.
- Protect NHP's reputation and prevent legal, safeguarding, or privacy risks.

This policy applies to:

- Work-related activity on NHP accounts or devices.
- Personal social media activity that could relate to NHP.

2. Definitions

Social Media: Web-based tools that allow users to create/share content and connect with others (e.g., Facebook, Instagram, X/Twitter, LinkedIn).

Work Accounts: Official NHP accounts managed by marketing or approved staff.

Personal Accounts: Staff accounts used outside work, which must not be presented as official NHP accounts.

3. Professional Use

Who Can Post

- Only staff authorised by the Marketing Manager may post on official NHP accounts.
- Family Hub or service-specific accounts are managed by leads once trained and provided guidance.

- Marketing or promotional content (graphics, videos, Canva creations, campaigns) must always be approved by the Marketing Team.

Routine vs Marketing Content

☒ **Routine content (does *not* require marketing approval):**

- Nursery or service activity photos (day-to-day snapshots)
- Short text updates about sessions or events

☐ **Marketing / Multimedia content (requires marketing approval):**

- Designed graphics, posters, or Canva material
- Videos, reels, or promotional campaigns

Posting Guidelines

☒ **Do:**

- Reflect NHP's values and tone of voice.
- Ensure content is accurate, clear, and professional.
- Respond to comments/questions promptly and appropriately.
- Obtain consent for identifiable service-users, partners, or children.
- Label content from third parties clearly.
- Escalate sensitive issues (safeguarding, complaints, reputational risk) to Marketing immediately.

☐ **Don't:**

- Post personal opinions or political views on official accounts.
- Post marketing/promotional/multimedia content without approval.
- Share content without permission or rights.
- Create unofficial NHP accounts or pages.
- Encourage unsafe, unethical, or illegal activity.

4. Personal Use

General Guidance

☒ **Do:**

- Use disclaimers when posting about NHP: *"The views expressed here are my own and do not represent NHP."*
- Share official NHP content appropriately.
- Protect your privacy and online safety.
- Discuss potential conflicts of interest with your line manager or marketing if posting professionally.

✗ Don't:

- Accept friend requests from service-users or families you work with *in the context of NHP*. Work-related interactions must remain professional and use official channels.
 - If someone is a genuine personal friend outside of NHP, staff may connect but must maintain professional boundaries and avoid discussing NHP matters.
- Use NHP logos or trademarks without approval.
- Share confidential or internal information.
- Respond to media queries – refer these to Marketing.
- Engage in political campaigning or endorse candidates on behalf of NHP.

Personal Accounts Representing NHP

✗ Don't:

- Present your personal account as an official NHP account.
- Post content that could be interpreted as NHP's policy or position without approval.
- Directly post marketing/promotional/multimedia content without Marketing approval, unless shared from the NHP accounts.
- Ask high-profile contacts or supporters to act on behalf of NHP via personal accounts.

☑ Do:

- Use disclaimers when referencing NHP.

- Share official posts in line with NHP's tone of voice.
- Seek guidance from Marketing if unsure whether a post may appear official.
- Maintain professional, safe online interactions with partners, participants, and the public.

5. Legal & Ethical Responsibilities

- **Confidentiality:** Do not share internal, embargoed, or sensitive information.
- **Copyright:** Only use content you have rights or permissions for; credit sources appropriately.
- **Libel/Defamation:** Avoid false or damaging statements about individuals or organisations.
- **Safeguarding:** Treat online contact with children or vulnerable adults as you would offline. Obtain consent for identifiable content and escalate concerns immediately.
- **Discrimination & Harassment:** Never post discriminatory, offensive, or bullying content.
- **Lobbying & Campaigning:**
 - NHP may campaign to further its charitable purposes, in line with charity law.
 - During national elections ("regulated periods"), campaigning activity must not be seen as influencing voting choices and will be reviewed by the Marketing Team under the Lobbying Act.
- **Recruitment:** Vacancies must be shared through HR/Marketing. Do not assess candidates based on their personal social media.

6. Branded Hashtags & Mentions

☒ Do:

- Use approved hashtags and tags to ensure consistent branding.

7. Accessibility

☒ Do:

- Include alt text and captions where possible.
- Ensure posts are inclusive and accessible.

8. Monitoring & Analytics

- Marketing monitors engagement, mentions, and performance for safety, accuracy, and insight.
- Staff should report any concerning or harmful activity.

9. Training

- Only trained and authorised staff may post on NHP accounts.

10. Crisis & Escalation

Examples include safeguarding concerns, public complaints, or reputational risk. Staff outside Marketing must notify the Marketing Team immediately if they identify potential crises.

11. Responsibilities & Breach of Policy

- Everyone is responsible for compliance.
- Breaches may result in disciplinary action.
- Unsure about an action? Ask Marketing first.
- Public Interest Disclosures should follow the Whistleblowing Policy.

12. Contacts & Support

- **Marketing Manager:** Posting guidance, approvals, campaigns.
- **Safeguarding Lead:** Children, young people, vulnerable adults.
- **HR:** Recruitment or staff conduct.
- **Related Policies:** Staff use of ICT, Whistleblowing, Safeguarding.

13. Quick Reference: Dos & Don'ts

☒ **Dos:**

- Think before posting.
- Check facts, copyright, and consent.
- Escalate crises immediately.

- Share official NHP content appropriately.
- Only post promotional/multimedia content with Marketing approval.
- Use disclaimers when posting personally about NHP.
- Ensure accessibility where possible.

✗ Don'ts:

- Present personal accounts as official NHP accounts.
- Post personal opinions as NHP.
- Share confidential information.
- Engage in political campaigning.
- Accept friend requests from service-users in a work context.
- Post discriminatory, offensive, or defamatory content.
- Post marketing/promotional/multimedia content without approval.