

## Social Media Policy

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**Person responsible for this policy:** Development Director  
**Will Sadler, 0191 580 7000, will@beaconfilms.org.uk**

### Defintions:

The Company: Beacon Films  
Social Media Users: Beacon Films project members, staff, freelancers, volunteers, and board members who use social media in connection with Beacon Films

### 1. Introduction

1.1 Beacon Films recognises the huge value and power of social media including the fact that principles of 'inclusion' are just as relevant to the online as they are to the offline worlds.

1.2 Notwithstanding 1.1, Beacon Films also recognises that steps need to be taken to ensure that Social Media Users are kept as safe as possible when using online forums, whether it be YouTube, Facebook, Twitter, website creation or any other online communication platform ('social media').

1.3 Therefore this policy governs Social Media Users use of social media **when at Beacon Films or doing any activity in connection with Beacon Films.**

### 2. Legal Underpinnings

2.1 The Human Rights Act 1998 Article 8 gives a 'right to respect for private and family life, home and correspondence'. Case law suggests that employees have a reasonable expectation of privacy in the workplace.

2.2 The Data Protection Act 1988, and General Data Protection Regulation (GDPR) 2018

2.3 The Regulation of Investigatory Powers Act 2000 covers the extent to which organisations can use covert surveillance.

### 3. General Expectations of Social Media Users

- 3.1 **Know the social network.** Get familiar with how a social network works and what its rules are
- 3.2 **If unsure, don't post.** If you think you might cause offense by posting something, err on the side of caution. Seek advice from the person responsible for the policy if necessary.
- 3.3 **Be thoughtful and polite.** Remember good manners and try to behave no differently online to how you should in real life.
- 3.4 **Never give away any personal or confidential information** such as your or someone else's address or financial information, or company confidential information. See our **Data Protection Policy** for more information and if in doubt, ask the person responsible for this policy.
- 3.5 **Look out for security threats.** Social Networks can be used to distribute malware and spam. Don't open any links through social media unless you both know the person sending it AND you were expecting the link (as it could be someone pretending to be that person)
- 3.6 **Don't make promises without checking.** Don't ever make a commitment on behalf of the company without checking with the person responsible for this policy first.
- 3.7 **Don't escalate things.** If other people say nasty things, don't respond with a nasty thing. Think before you post and hold back if you aren't sure.

### 4. Use of Company Social Media Accounts

This part of the policy is about how social media users use company social media accounts both: a) as administrators who can post 'as' the company and b) when interacting with company social media accounts with your own personal social media account.

- 4.1 Social Media Accounts can only be set up in the name of the company with the explicit permission of the person responsible for this policy
- 4.2 Ensure that strong passwords are used to protect company accounts and dual authentication is used where possible and appropriate.
- 4.3 Administrators of Social Media Accounts must be authorised by the person responsible for this policy, and must read, be familiar with and agree to all aspects of this policy before taking on the responsibility.
- 4.4 Posts to company social media accounts must be compatible with the themes of the company's logic chain. Before posting anything, ask yourself, is it about people with learning difficulties, autism and/or

additional needs a) discovering filmmaking talents, b) developing professional skills c) working/volunteering using film d) becoming independent filmmakers e) showcasing & discussing films and talents f) campaigning for equality in the screen industries? If it is not about any of these things, then check with the person responsible for this policy before proceeding.

- 4.5 Social Media Users must not make degrading comments about race, religion, culture, sexual orientation, gender or identity OR share any other content that does so.
- 4.6 Social Media Users must not post about or provide links to material that is connected with: pornography, anything that encourages criminality or terrorism, cults, gambling or illegal drugs.
- 4.7 Social Media Users must not use a company social media account to broadcast political, or religious views
- 4.8 Social Media Users must not discuss other social media users (staff, members, volunteers etc) at the company.
- 4.9 Social Media Users must not post anything that brings the company into disrepute.
- 4.10 No copyrighted material must be posted unless it is already legitimately in the public domain or with the explicit permission of the copyright owner. Particularly, if posting films or trailers try to make sure that you always share officially sanctioned versions of these (e.g. check the YouTube channel you are sharing it from).

## **5. Provisions specific to Beacon Films Facebook Groups**

The company recognises that Facebook groups are a great way for project members to stay connected & share ideas. Facebook has the facility for people to sign up to group rules before they become a member of the group. Those members that break the rules may be (at the sole discretion of Beacon Films) banned from that group.

The rules (which can be adapted/amended as appropriate as long as they remain in line with this policy) are as follows:

1] This group is for discussion about **< insert subject >**  
Please try to stay on topic.

2] Be kind and courteous

We wish to create a welcoming environment and treat everyone with respect.

3] No hate speech or bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things such as race, religion, culture, sexual orientation, gender or identity will not be tolerated.

4] Please behave online in this group in the same way you would behave in real life.

5] Make sure to warn people about content from articles or videos  
For example if you share videos or articles with controversial content such as bad language or violence, please include a warning on the post.

## 6. Use of Personal Social Media Accounts

This section, and section #7 of the policy, relate to social media users use of their personal social media accounts (at all times).

- 6.1 Use of personal social media accounts whilst at the company or whilst doing work connected with the company must be either in break times or – if during working hours – due to company-related work only (e.g. to administer the Facebook page etc).
- 6.2 Social Media Users must not post anything that brings the company into disrepute.
- 6.3 Social Media Users must not suggest that they are representing the company.

## 7. Provisions specific to personal Facebook social media accounts

The company recognises that because:

- it has a **non-statutory\***, potentially **indefinite** and **ongoing** relationship with its project members
- it understands an individual's status as a '**project member**', **freelancer**, **volunteer**, **board member** or **paid member of staff** is fluid and ever-changing
- it wishes to remain compliant with its **equality policy** (particularly to ensure members of staff, board members and volunteers are treated equally)
- it believes that **inclusion is as important in the online, as well as offline, world**

... it does permit members of staff, freelancers & volunteers to become 'Facebook Friends' with project members **as long as:**

- 7.1 They never feel under pressure to accept a 'Friend request' from a project member and feel free to ignore or decline it. The expectation is that they become a Facebook 'friend' with the project member because they consider them an **equal colleague** and/or **genuine friend**.
- 7.2 They are aware that the Beacon Films safeguarding policy applies at all times that they witness content posted by the project member or engage with the project member online and any safeguarding concerns must be reported as per the **Safeguarding Policy**
- 7.3 They must be aware that the project member knows them in a professional capacity and therefore must behave professionally on

Facebook at all times, following the '**general expectations**' explained in section #3

- 7.4 They must be particularly careful in any conversations that occur online between themselves and the project member and take special care **that misunderstandings do not occur**, or simply not engage in online conversation with the project member
- 7.5 **They must never** delete conversations between them and a project member as this may prove vital to clarify any misunderstandings and to clear them of any wrongdoing.

\*The Company understands that in the event it engages project members through statutory funding (e.g. as part of education entitlement or paid by social services personal budget) or other funding that specifically excludes any of the provisions of section #7, then this section of the policy will have to be revised. It is the person responsible for this policy's duty responsibility to present this policy for revision to the board of directors in a timely fashion before any such restrictions that might be triggered come into effect.

## **8. Monitoring and Enforcement**

- 8.1 The company will monitor company social media accounts to ensure that they are being used in accordance with this policy.
- 8.2 Breach of this policy by social media users could lead to disciplinary action up to and including termination of contract / expulsion from company activity.
- 8.3 The company may be legally compelled to hand over any data on its social media accounts and may have to refer social media users to law enforcement agencies where necessary