

# THE VICTORIA INSTITUTE

Registered Charity Number: 521068



## POLICY STATEMENT ON SOCIAL MEDIA AND NETWORKING

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## Victoria Institute Social Media and Networking Policy

The following is the charities social media and social networking policy. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, employees, volunteers and Trustees should use their professional judgment and take the most prudent action possible. Consult with the Chair if you are uncertain.

Personal blogs and any social media should have clear disclaimers that the views expressed by the author in the blog and any social media is the author's alone and do not represent the views of the charity. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the charity.

1. Information published on your blog(s) and any social media should comply with the Victoria Institute confidentiality and disclosure of proprietary data policies. This also applies to comments posted on other blogs, forums, and social networking sites.
2. Be respectful to the charity, other employees, clients, partners, and competitors.
3. Social media activities should not interfere with Victoria Institute commitments.
4. Your online presence reflects the charity. Be aware that your actions captured via images, posts, or comments can reflect how people perceive. The Victoria Institute makes it clear that views expressed are your own and not the Victoria Institute's
5. Do not reference or cite the charities clients or partners, without their express consent. In all cases, except through the CCM and Trustees do not publish any information on social media
6. Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well.
7. Company logos and trademarks may not be used without written consent of the Chair.
8. Refer any press contact to the Chair
9. Guard the on-line privacy of the Victoria Institute and be careful when sharing Tweets and Blogs
10. Discrimination and harassment

Trustees should not post any communications that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official the Victoria Institute social media channel either letter or poster 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

# THE VICTORIA INSTITUTE

Registered Charity Number: 521068

Funders:

Big Lottery

Awards for all

Post code lottery

Cottam trust

Thrive Renewables

Flood relief fund

The Co-operative Group Ltd

Asda

Station Hotel, Caton

Trustees:

Please see our website:

<http://www.victoria-institute.org.uk/contact>