

CASPARI FOUNDATION SOCIAL MEDIA POLICY

A Policy Guide for Caspari Staff, Trainees and Qualified Educational Psychotherapists on using social media to promote the work of The Caspari Foundation, and for Educational Psychotherapists in Private Practice

Introduction

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 [Twitter], LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating the Caspari Foundation's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of the Caspari Foundation'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 the Caspari Foundation'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 carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members, volunteers and trustees as well as Educational Psychotherapists, both qualified and trainees. The policy applies to content posted on both a Caspari device and a personal device. Before engaging in work-related social media activity, all staff, volunteers and trustees must read this policy.

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 the Caspari Foundation and the use of social media by staff 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 staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the Caspari Foundation office. You are permitted to make reasonable and appropriate use of personal

social media activity during your lunch breaks, but usage should not be excessive and interfere with your duties.

Point of contact for social media

The Business Director 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 please communicate with the Business Director.

Which social media channels do we use?

The Caspari Foundation currently has accounts using the following social media channels:

Facebook, Instagram, LinkedIn and X [Twitter] - The accounts are used to advertise and encourage people to apply for Caspari Foundation courses and events. They are also used to promote the work of the Caspari Foundation by sharing news or 're-tweeting' relevant and appropriate material.

GUIDELINES FOR CASPARI STAFF

Staff using the Caspari Foundation's social media channels and appropriate conduct:

1. The Business Director is responsible for setting up and managing the Caspari Foundation's social media channels.
2. Staff should ensure they reflect the Caspari Foundation's values in what they post and use our tone of voice.
3. Make sure that all social media content has a purpose and a benefit for the Caspari Foundation and accurately reflects Caspari's agreed position.
4. Bring value to our audience(s), answer their questions, help and engage with them.
5. Take care with the presentation of content; make sure that there are no typos, misspellings or grammatical errors and also check the quality of images.
6. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
7. If people outside of the staff team wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Business Director about this.
8. Staff shouldn't post content about members or service users without their express permission. If staff are sharing information about members, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from the Caspari Foundation. If using interviews, videos or

photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or caregiver before using them on social media.

9. Always check facts. Staff 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.
10. 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.
11. Staff should refrain from offering personal opinions via the Caspari Foundation's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about the Caspari Foundation's position on a particular issue, please speak to the Business Manager.
12. It is vital that the Caspari Foundation does not encourage others to risk their personal safety or that of others, to gather materials, for example, a video of a stunt.
13. Staff 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.
14. Staff should not set up other Facebook groups or pages, X [Twitter] accounts or any other social media channels on behalf of the Caspari Foundation. This could confuse messaging and brand awareness. By having official social media accounts in place, the Business Director can ensure consistency of the brand and focus on building a strong following.
15. The Caspari Foundation is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.
16. If a complaint is made on the Caspari Foundation's social media channels, staff should seek advice from the Business Director, who will in turn inform the Chair of the Ethics and Professional Affairs Committee (EPAC) before responding.
17. 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. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.
18. The Business Director regularly monitors our social media spaces for mentions of the Caspari Foundation 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 Business Director will inform the Chair of EPAC who will notify the Chair of the Board of Trustees regarding any further action to be taken.

19. If any staff become aware of any comments online that they think have the potential to escalate into a crisis, whether on the Caspari Foundation's social media channels or elsewhere, they should speak to the Business Director immediately.

Use of personal social media accounts by Caspari Staff, Qualified Educational Psychotherapists who are members of the Caspari Foundation and trainees on the Advanced Diploma in Educational Psychotherapy course:

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

1. Be aware that any information you make public could affect how people perceive the Caspari Foundation. You must make it clear when you are speaking for yourself and not on behalf of the charity. If you are using your personal social media accounts to promote and talk about the Caspari Foundation's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent the Caspari Foundation's positions, policies or opinions".
2. Staff who have a personal blog or website which indicates in any way that they work at the Caspari Foundation should discuss any potential conflicts of interest with the Business Director. Similarly, staff who want to start blogging and wish to say that they work for the Caspari Foundation should discuss any potential conflicts of interest with their line manager or the Chair of the EPAC.
3. Those in senior management, trustees or who hold 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 the Caspari Foundation's view.
4. Use common sense and good judgement. Be aware of your association with the Caspari Foundation and ensure your profile and related content is consistent with how you wish to present yourself to the general public and the professional psychotherapy community.
5. The Caspari Foundation has contacts with several high-profile people. 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 Trustees. This includes asking for retweets about the charity.
6. 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 Business Director to share the details.

7. If a staff member is contacted by the press about their social media posts that relate to the Caspari Foundation they should talk to the Business Director immediately and under no circumstances respond directly.
8. The Caspari Foundation 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 Caspari, staff are expected to hold a position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from the Caspari Foundation and understand and avoid potential conflicts of interest.
9. Never use the Caspari Foundation's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Business Director.
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; discussions and debates should always be respectful of others and their opinions.
12. We encourage staff and members to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support the Caspari Foundation and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff and 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 Business Director who will respond as appropriate.

Use of Social Media and Websites by Educational Psychotherapists in Private Practice who are Members of Caspari

Educational Psychotherapists in private practice who are members of the Caspari Foundation must be compliant with all aspects of the charity's ***CODE OF PROFESSIONAL CONDUCT AND ETHICS FOR EDUCATIONAL PSYCHOTHERAPISTS***.

All references to the Caspari Foundation on websites, promoting the services of an individual Educational Psychotherapist, must be accurate and consistent with all Caspari Foundation policies, including this policy on the use of social media.

1. **Confidentiality:** Therapists understand that it is their primary obligation to protect client confidentiality and understand that this means they must also protect confidential information stored in any medium.
2. **Testimonials:** Therapists do not solicit testimonials from current clients or others who may be vulnerable to undue influence. Since past therapy clients may return to

treatment at some point, therapists who wish to act conservatively in respect to avoiding exploitation of clients will not solicit testimonials from past therapy clients.

3. **Minimizing Intrusions on Privacy:** Therapists do not discuss confidential information on listservs or status updates on their social networking profiles. Therapists discuss confidential material only for appropriate scientific or professional purposes and only with persons who are clearly related to their work (e.g. formal clinical consultation that is documented and that takes place in private settings, not publicly archived settings). Therapists only include information in reports and consultations that is relevant to the purpose for which the communication is being made. Details of disclosure in the case of research or consultation should be discussed during the informed consent process.
4. **Initiating Professional Relationships:** Therapists are aware that confidential relationships do not take place in public and they make efforts to minimize any intrusions on privacy including, but not limited to, people contacting them in public forums (e.g. Facebook, X [Twitter], blog comments, etc.). They make efforts to channel these conversations to a private forum without drawing attention to the fact that they are being contacted for professional services
5. **Qualifications and Areas of Expertise:** Therapists should be accurate in any descriptions of their qualifications and areas of expertise publicly displayed on social media.

FURTHER, GENERAL GUIDELINES

Libel

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

Copyright law

It is critical that all staff 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 staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that the Caspari Foundation is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Caspari 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.

Use of social media in the recruitment process

Recruitment should be carried out in accordance with the Equal Opportunity Policy and associated procedures and guidelines.

There should be no systematic or routine checking of candidate's online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

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 staff member considers that a person/people is/are at risk of harm, they should report this to the Business Director 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, staff should ensure the online relationship with the Caspari Foundation follows the same rules as the offline 'real-life' relationship. Staff 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. Staff should also ensure that the site itself is suitable for the young person and Caspari content and other content is appropriate for them. Please refer to our ***Safeguarding Policy***.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the Caspari Foundation is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to the Caspari Disciplinary policy for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Business Director.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, if a staff member releases information through the Caspari Foundation's social media channels that is considered to be in the interest of the public, the Board of Trustees should be notified immediately and identify if any further action is taken.