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Owner (Responsibility)	James Noble, Fundraising and Communications Officer
Pass amendments to:	Chief Executive
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Document Description
<p>This policy aims to:</p> <ul style="list-style-type: none"> Give clear guidelines on what you can say about the charity Comply with legislation and protect you as a volunteer Help you draw a line between your private lives and your volunteering work Protect the charity against liability for the actions of volunteers Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

Implementation and Quality Assurance
<p>Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed.</p> <p>The Policy will be reviewed every three years by the Chief Executive and Board of Trustees, sooner if legislation, best practice or other circumstances indicate this is necessary.</p> <p>All aspects of this Policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy please contact James Noble, jamesn@twam.uk or at Tools with a Mission, 2 Bailey Close, Hadleigh Road Industrial Estate, Ipswich, IP2 0UD 01473 210220.</p>

Empowering people with the tools that create livelihoods and transform lives

Tools with a Mission, 2 Bailey Close, Hadleigh Road Industrial Estate, Ipswich, IP2 0UD

t: 01473 210220 e: post@twam.uk twam.uk

Registered charity No: 1104903 (England and Wales) VAT Registration Number 347292286

A company limited by guarantee and registered in England no: 5114575

Social Networking Policy

Most people now have some form of social media account, whether it's on Facebook, Twitter or Instagram. We use social media across all of our work at TWAM. We use it to raise awareness, to ask people to support our events and many other things. It's a great way of reaching lots of people and making sure they know about our work. We encourage the responsible use of social media and this policy is to set out what we expect from our volunteers when using social media. It is important to remember that we are all ambassadors for the charity and that social media is never private.

This policy aims to:

Give clear guidelines on what you can say about the charity

- Comply with legislation and protect you as a volunteer
- Help you draw a line between your private lives and your volunteering work
- Protect the charity against liability for the actions of volunteers
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

Policy Statement

We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to the work of TWAM, using a wide variety of social media, such as Facebook, Twitter and Instagram. This policy aims to protect anyone volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgement and common sense.

We believe in open communication and you are encouraged to tell the world what TWAM does and the impact it is having around the world. We also want to encourage our employees and volunteers to share their passion with their friends and online communities.

Guidelines to follow

1. When you discuss Tools with a Mission on the internet, you must identify yourself with your name and, when relevant, your role within TWAM. Very few people are designated as an official spokesperson for the organisation, so if you are not one of them you must make clear that you are speaking for yourself and not for TWAM. You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Tools with a Mission". Please always write in the first person and don't use your TWAM email, if you have one, for private communications.
2. You are personally responsible for the content you publish on blogs, or any other form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, then don't.

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3. Just because information is on internal e-newsletters or other forms of information, it is not OK to let the rest of the world know about it. If an item features the sentence "for internal use only" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone else. If in doubt ask the Chief Executive or Fundraising and Communications Officer for advice.
4. If you are privy to confidential information or involved in discussions concerning future developments within TWAM these matters must remain confidential.
5. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable to the Christian ethos and values of TWAM. You should also show proper consideration for others' privacy.
6. Have you posted something that just wasn't true? Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
7. Please respect copyright. If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
8. Even if you act with the best intentions, you must remember that anything you put out there about TWAM can potentially harm the charity. As soon as you mention TWAM you are upholding the charity's image. Please act responsibly. If in doubt, please contact James Noble, Fundraising and Communications Officer before you hit the send button.

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