



Changing childhoods.
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Social Media Policy

29 May 2024

Private & Confidential



Background

Social media is a vital tool for communicating with the Barnardo's community, including our supporters, decision-makers, parents, and increasingly children and young people (13+).

If used inappropriately, however, social media can create risks to children's safety, negatively impact on our reputation, and ultimately affect our funding or support.

Our Policy helps make sure our use of social media is in line with Charity Commission guidance and supports us to protect the charity.

This is especially important in a **General Election year**.

The Social Media Policy has been updated to cover each element of the [Guidance on Charities and Social Media](#) that was published by the Charity Commission in September 2023.



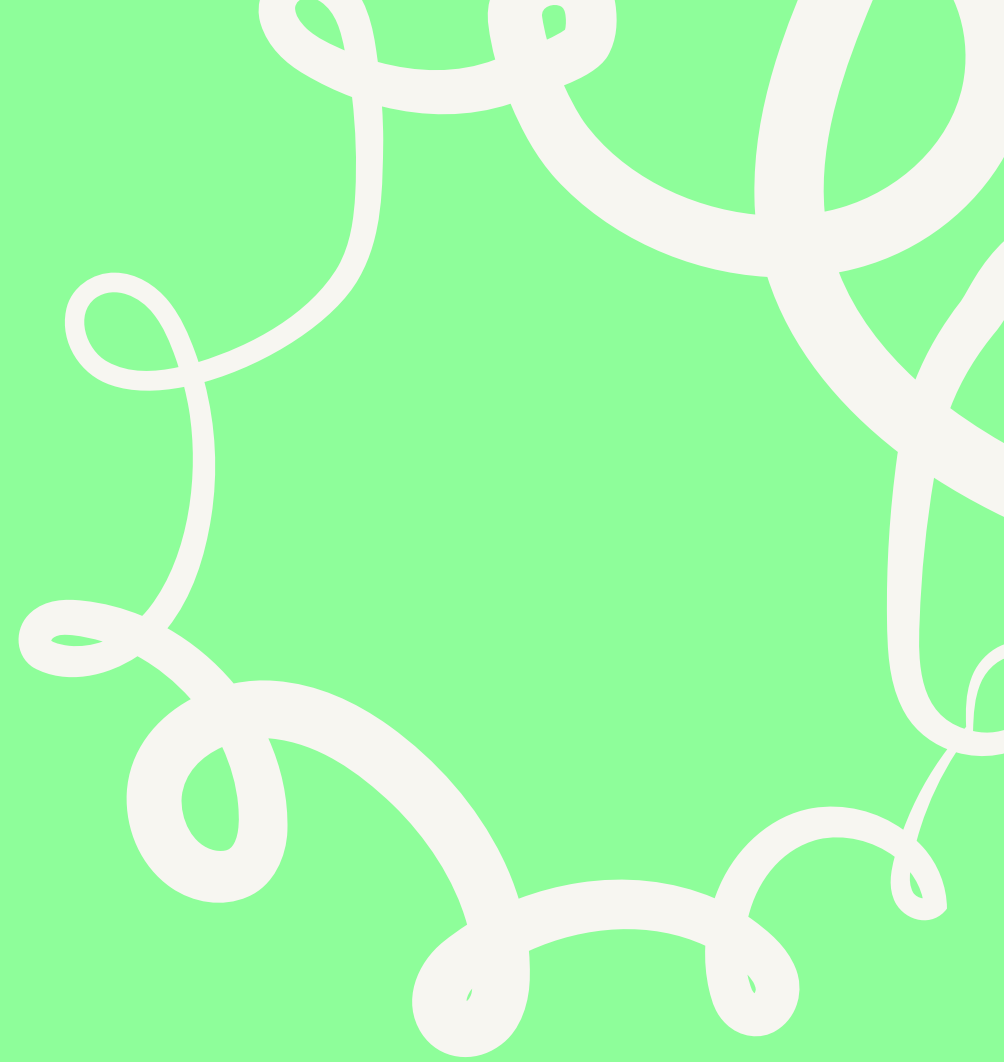
Introduction

The Social Media Policy provides advice for Barnardo's colleagues, including employees and volunteers, and our Trustees, about how we use social media safely and effectively. It includes:

- Advice for colleagues administering Barnardo's owned social media accounts and sub-accounts across the charity
- Advice for all colleagues, including volunteers, and Trustees (senior volunteers) – and young people who fall into these categories - on the use of their own personal social media accounts on the use of their own personal social media accounts



Part 1: our approach to social media at Barnardo's



An overview of our channels

Barnardo's core social media channels are monitored and run by the social media Team.

These channels are: [Facebook](#), [LinkedIn](#), [Twitter \(X\)](#), [Instagram](#), [YouTube](#) and [TikTok](#).

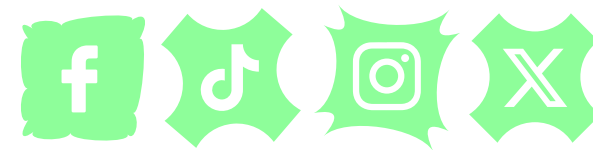
Barnardo's has at least 531 social media sub-accounts within the charity:

- Facebook - 334 accounts
- Instagram - 65 Accounts
- Twitter - 132 Accounts

These sub-accounts are owned and run by individual children services, retail, policy, media and health teams.

The purpose of our main social media channels is to engage with our key audiences and inspiring them to take action through:

- Evidencing our impact
- Showing ways to access support from our services
- Sharing our position on major issues affecting children
- Sharing our fundraising asks
- Providing other ways of supporting the charity



Our management of social media

Moderation and community management:

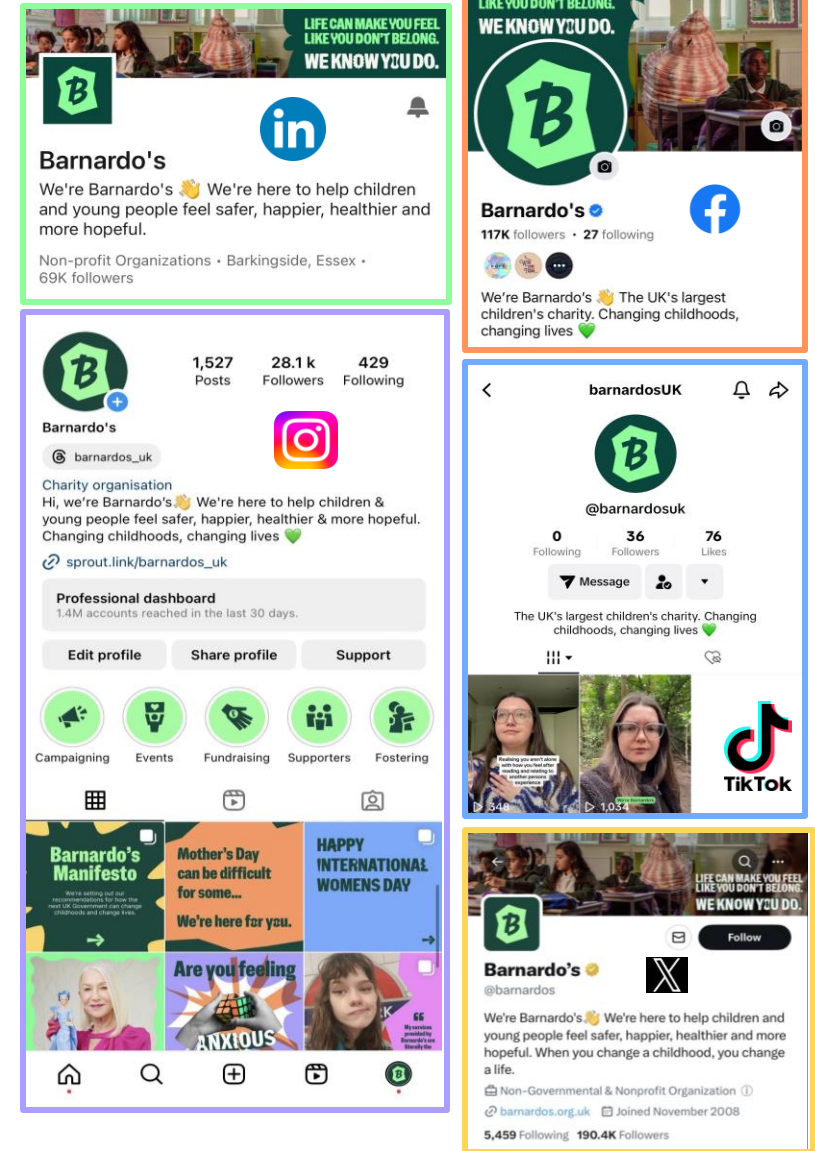
The social media team use a social media monitoring and listening tool “Sprout social” to moderate and publish content.

Any potential risks out of hours are flagged by the out of hours duty officer who moderates in the evenings and on the weekends.

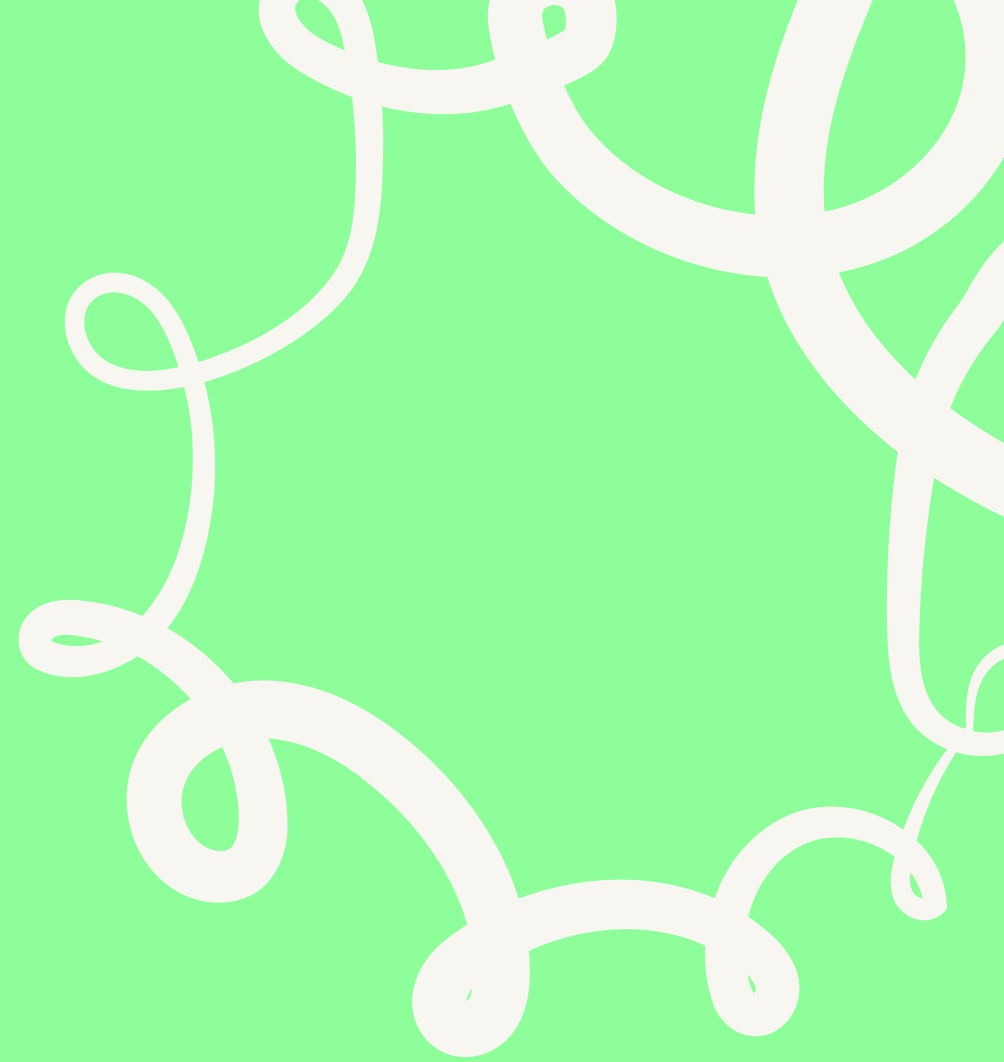
Content creation:

Content for Barnardo’s main channels is created and published by the social media team in partnership with children and young people and colleagues across the charity.

Where there is concern about any reputational risk, this is escalated to the Head of External Communications & Engagement and/or the Director of Strategy & External Affairs.



Part 2: managing Barnardo's accounts



Campaigning for change

The updated social media policy speaks to how we need to make sure as a charity we are independent of any political party. This is essential to maintain the trust and confidence of the public.

Barnardo's core channels reflect our policy calls and our recommendations to the Government and to political parties – which are grounded in evidence from our services and in the lived experience of children and young people.

Sub-accounts, and colleagues' personal accounts that are associated with Barnardo's should not create this sort of content, although these channels can be used to amplify content shared on the core accounts.



Working with children, young people and families

Currently, our core channels primarily engage with adults. However, we are committed to reaching children and young people 'where they are', meaning we will be increasingly looking to engage children and young people through social media channels in the future.

Using the internet and social media is a central part of life for children and young people.

Fundamentally, the content we create, and share must be:

- Safe and appropriate
- Co-produced and/or responsive to the voice and experience of children and young people
- Inclusive and accessible



Part 3: advice for colleagues on managing their personal social media accounts



Managing personal social media accounts

The Social Media Policy provides guidance for colleagues, including volunteers, and for trustees using personal social media accounts.

The behaviour of our colleagues and volunteers can affect the charity's reputation. This is especially true for senior colleagues and those in prominent, public-facing roles

Many colleagues will of course have strong views on many issues, and in expressing those views it is important to make clear that we are not speaking on behalf of the charity.

This policy also applies to young people who represent Barnardo's in public-facing engagements, such as parliamentary events or in the media.



Two models to guide your approach to personal use of social media

All colleagues with a personal social media presence should follow either option 1 or option 2 below.

<p>Option 1</p>	<ul style="list-style-type: none"> • State that you work for Barnardo’s in your bio. • State that views expressed are your own. • You should always consider the likely impact of any posts on the charity’s reputation: e.g. <ul style="list-style-type: none"> • Avoid expressing views that could contradict Barnardo’s position; stating controversial or divisive positions on relevant issues; and avoid any appearance of party political affiliation or bias. See our colleague handbook - section Political Impartiality for more information 	<p>This is likely to be most suitable for colleagues at Director level and above, and those in public-facing positions.</p>
<p>Option 2</p>	<ul style="list-style-type: none"> • Describe your position as eg. ‘working for a children’s charity’. • We advise that you state ‘all views are my own’. • Please be mindful on engaging on issues that are sensitive to Barnardo’s and could be seen as contradicting our values or could otherwise bring the charity into disrepute. • Please note it is often possible to find out where someone works – for instance by cross-referencing an x or Facebook account with LinkedIn. 	<p>Best for the vast majority of colleagues.</p>

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Thank you

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