



**Social Media Policy**  
**June 2023**

New Wine Ireland, (NWI) uses social media to promote its work and message and recognises that those involved in its work may also use social media either as part of their job role or in their private lives. A written policy is therefore required for all staff, volunteers, and stakeholders on the acceptable use of social networking at work.

NWI encourages the responsible use of social media. The purpose of this policy is to set out what New Wine Ireland expects from staff and volunteers when using social media. It is important to remember that we are all ambassadors for the charity and for the Christian faith. Social media is never private.

This policy is for volunteers, Team Leaders and staff and aims to:

- Give clear guidelines on what volunteers and staff can say about the organisation.
- Comply with relevant legislation and protect volunteers, children, and delegates.
- Help volunteer supervisors manage performance effectively.
- Help volunteers draw a line between their private lives and their volunteering.
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use of social media will be addressed.
- Protect under eighteens and vulnerable adults through clear policy and expectations.

## Policy Statement

New Wine Ireland recognises that the internet provides unique opportunities to participate in interactive discussions and real time events and share information on topics relevant to our work using a wide variety of social media. The policy aims to protect staff and individuals volunteering with us in any role and to encourage them to take responsibility for what they post, write or video and exercise good judgment and common sense.

Inappropriate use of social media can pose risks to our delegates, children and NWI information and reputation. It could also jeopardise our compliance with our legal data protection obligations.

To minimise these risks, and to ensure that IT resources and communications systems are used only for appropriate purposes, we expect volunteers to adhere to this policy.

## Who is Covered by the Policy?

This policy covers staff, volunteers, consultants, and contractors who engage in the NWI annual conference or other events.

## Scope and purpose of the Policy

This policy deals with the use of all forms of social media, including Facebook, Instagram, YouTube, Twitter, Tik Tok, Be Real and all other social networking sites, and all other internet postings, including blogs.

It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether social media is accessed using our IT facilities and equipment or personal equipment belonging to volunteers.

If a volunteer is found to be in breach of this policy their volunteer supervisor will address the issue with them and take appropriate and fair measures in consultation with the Head of u18 and Adults at Risk of Harm ministries, Safeguarding Officer and if necessary, Directors.

Staff/volunteers will be required to remove internet postings which are deemed to constitute a breach of this policy and which either picture or identify children or Adults at Risk of Harm in our activities. Further action will depend on the seriousness of any breach of this policy safeguarding policies.

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This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as Equal Opportunities, Data Protection, Child Protection, Intimate Care or Adults at Risk of Harm Policies

## Personnel Responsible for Implementing the Policy

**All staff/volunteer leaders** have a specific responsibility for operating within the boundaries of this policy, ensuring that all volunteers understand the standards of behavior expected of them and acting when behavior falls below this.

**All staff/volunteers** are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to your team or ministry lead.

Any content which raises a safeguarding concern must be reported to Safeguarding Officer, in line with the reporting procedures outlined in New Wine Ireland's Child Protection or Adults in Need of Protection Policy.

## Guidelines for Responsible Use of social media

The following sections of the policy provide volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

We want you to help protect the wellbeing of Children and adults and NWI reputation. Volunteers must not:

- Ask children or adults attending programmes to be friends via social media platforms.
- Post disparaging or defamatory statements about:
  - Children or adults in need of protection with whom they are working.
  - New Wine Ireland staff, our clients, volunteers, or members past or present; suppliers and vendors; and other affiliates and stakeholders
  - Volunteers should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.
  - Staff and volunteers must not take or post pictures or videos of children or adults in need of protection on personal electronic devices.
  - Allow children or adults in need of protection access to their devices.
  - Use their devices during activities, unless approved by their Team Leader/Ministry head.
- Volunteers are personally responsible for what they communicate in social media (as part of their role or on personal social media sites). Remember that what you publish might be available to be read by a mass audience (including New Wine Ireland staff, delegates, and directors). Future employers and social acquaintances can access historic posts from your account for a long time. Keep this in mind before you post content.
- A publicity consent form must be obtained prior to posting images or text which may be used on social media.
- New Wine Ireland does not permit tagging of vulnerable adults or anyone under the age of eighteen.
- Volunteers should not link their personal social media to any NWI social media, other than to like a NWI official post.
- Staff / volunteers are not permitted to set up social media accounts for NWI purposes without prior agreement with their Team Lead, and conference manager.

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- If you disclose your affiliation as a volunteer of New Wine Ireland, you must also state that your views do not represent those of the organisation you are volunteering with. For example, you could state, “the views in this post do not represent the views of New Wine Ireland”. You should also ensure that your profile and any content you post are consistent with the values of NWI and the image you present to those you work with as part of your staff/volunteering role.
- You can only use New Wine Ireland email address if your staff/volunteer role involves using social media on behalf of the organisation.
- You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.
- Remember that you must always respect confidentiality and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to your Team Leader. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information, or information held on our supporters, children participating, staff, or volunteers.
- Avoid posting comments about sensitive New Wine Ireland related topics, such as our performance. Even if you make it clear that your views do not represent those of our charity, your comments could still damage our reputation. The appropriate place to do this is in the delegate survey which will be widely available.
- If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your appropriate supervisor / team leader.
- If you see content in social media that disparages or reflects poorly on New Wine Ireland or our stakeholders, you should report it to your volunteer supervisor and/or the Conference Manager. All staff and volunteers are responsible for protecting our reputation.
- The contact details of contacts made during your employment or volunteering are regarded as NWI information, and as such you will be required to delete all such details from your personal social networking accounts when asked to do so.
- During events or conferences [only designated staff/volunteers](#) are permitted to capture content for promotional purposes, (photos and videos).
- Staff and volunteers should not hold any images or videos of Under 18s or Adults at Risk of Harm programmes on their personal mobile or camera devices.
- Those staffing/volunteering with under eighteen or Adults at Risk of Harm should refrain from posting any images or references to those they are in contact with and should not hold any data, images, or video of such persons on their personal devices.
- New Wine Ireland recommends that all those staffing/volunteering with under eighteen or Adults at Risk of Harm should refrain from using their mobile devices during programme operational hours.
- Delegates choosing to attend New Wine Ireland events de facto give their permission for their image to be used for promotional purposes on social media. Parents and Guardians of under eighteens and (if applicable) Adults at Risk of Harm will be given the option to opt out of photographs. This is particularly important for Looked After Children. Specific permissions for Looked After Children to be photographed or videoed must be provided by Social Services. If there is no permission, or a refusal by a parent or Trust, children should be discretely removed from the picture of video.
- All NWI promotional activities on social media will be controlled and approved by the Communications Leader and be in line with New Wine Ireland’s Child Protection & Adults in Need of Protection Policy.

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