

Social Media Policy

Purpose and Scope

This policy provides guidelines on how Challenge Wales uses the internet and social media and the procedures for doing so to ensure it is used responsibly and enhances our charity's reputation while protecting our staff, volunteers and beneficiaries. This policy applies to all staff, volunteers and anyone else associated with Challenge Wales who uses social media.

Definitions:

- 'child' or 'children' applies to anyone aged under 18 years
- 'parent/guardian' applies to anyone with guardianship or caring and responsibility for the child
- 'staff' applies to both members of staff and our volunteers
- 'young people' applies to anyone under the age of 26 years

Aims:

The aims of our policy are:

1. To protect all children involved with our organisation who use technology, such as mobile phones, social media and the internet
2. To provide staff with information regarding online safety and inform them how to respond to incidents
3. To ensure our organisation operates in line with our values, code of conduct and within the law regarding how we behave online.

Managing Challenge Wales' online presence

Our online presence through our website, social media platforms and WhatsApp will adhere to the following guidelines:

- All social media accounts will be password-protected
- Someone will be designated to monitor the account and respond
- The designated staff will remove inappropriate posts, explaining why and informing anyone who may be affected
- We will ensure any children will know who to contact if they have concerns about something that's happened online
- Identifying details of any individual should not be posted on social media platforms – without consent
- Where the telephone numbers are exposed on an app, for example WhatsApp, these groups will be severely restricted and set to Private so only invited members can see the content.
- Any posts or correspondence will align with Challenge Wales' aims, values and tone as a Charity
- Video conferencing sessions (e.g. Zoom) will be password-protected to maintain children's privacy and prevent exposure to inappropriate or harmful content by third parties.



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What we expect of our Volunteers and Staff

- All staff will be given this policy when joining the organisation and have a copy of it online on the Volunteers Information page.
- **Staff must not 'friend' or 'follow' children or young people from personal accounts on social media and maintain the exact professional boundaries online as they would in person.**
- Rather than communicating with parents through personal social media accounts, staff should choose a more formal means of communication, such as face-to-face, via email or writing, or use an organisational account or website.
- Volunteers and Staff should follow our guidelines;
 1. Respect – Always be respectful and polite in posts – remember you are representing the Charity
 2. Confidentiality – Never share confidential information
 3. Accuracy – Ensure all posts are accurate and not misleading. Correct any mistakes promptly.
 4. Responsibility – Take responsibility for the content you post. Do not post content that could harm Challenge Wales' reputation
 5. Professionalism – Maintain a professional tone. Write in Challenge Wales' tone. There should be no banter, no kisses (x's), no slang or inappropriate language and avoid engaging in heated debates.
 6. Copyright – Respect copyright laws and credit other contributors where appropriate
 7. Privacy – Respect the privacy of others
 8. Legal – Comply with all application laws including discrimination, harassment and privacy.

Using Mobile Phones or other digital technology to communicate

When using devices to communicate by voice, video or text we will take the following precautions to ensure children's safety:

- Staff should avoid having children's personal mobile numbers and seek contact through a parent however there are exceptions to this rule. This includes being in a Whatsapp group when spending time ashore as part of a voyage and each child will have the contact number of the Skipper / Vessel. For each voyage whatsapp group there should be 2 staff members in it (or none).

If a child/young person misinterprets a communication and tries to engage a staff member or volunteer in personal conversations, the staff/volunteer will take the following steps;

- End the conversation and stop replying
- Suggest discussing the subject further, in an open conversation



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- Inform the Skipper (on the voyage) / Child Protection and Safeguarding Officer in the interest of transparency

Use of Mobile Phones during Voyages

So that everyone can enjoy and actively take part in our activities in a safe and inclusive way we will;

- Make everyone aware of how and who to contact if there is an emergency or a change to a previously agreed arrangements during a voyage or shore-leave visit.
- Inform parents that contact by mobile phone may be difficult due to the nature of the activity, being out of phone range but always provide a shore-side out of hours contact number
- Explain to all participants that using mobile phones during a voyage impacts their self awareness of their environment.
- Allow phones to be used in a safe way (e.g. at anchor to take pictures of dolphins)
- Provide an onboard camera so that it can be used to take photos which can be provided to the participants afterwards to capture their voyage.

Violation of Policy:

Violations of this social media policy may result in disciplinary actions including termination of employment, termination of volunteer status or expulsion from Challenge Wales voyages. Challenge Wales reserves the right to monitor and take appropriate action in response to any social media that violates this policy.

Changes to Social Media Policy:

Any changes to this policy will be advised. This policy will be reviewed annually. The Charity reserves the right to change this policy at any time.

Signed:

Vicky Williams

Vicky Williams
Business Development Manager

H Phillips

Helen Phillips
Chair of Board of Trustees

Revision Log

| Revision # | Date | Explanation of amendment | Who by |
|------------|---------|--------------------------|---|
| 0 | 20.3.24 | Document Completion | Vicky Williams – BDM Signed off: Helen Phillips -Chair |



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