



Online Safety and Social Media Policy

This policy refers to all members of staff in the organisation.

Roles and responsibilities

- The Communications & Marketing Manager is responsible for overseeing and managing social media accounts across all relevant platforms as part of the marketing strategy.
- The Head of Early Years Development may use the Creative Skills Twitter account to promote and provide information from time to time.
- The Administrative Coordinator has responsibility for ongoing coordination of content across social media platforms. This includes Creative Skills channels where appropriate and when asked.

Employees should always refer questions regarding social media to the Communications & Marketing Manager.

Aims

Starcatchers aims to:

- Protect children and young people involved with our organisation.
- Provide guidance regarding Social Media usage and information about responding to incidents.
- Make sure to operate within our values and the law.
- Ensure appropriate behaviour on our Social Media platforms and internet presence.

Usage of internet and social media

Using internet and social media includes:

- Understanding safety aspects about the usage of all forms of digital communication (websites, social media, apps etc.) on whatever device (computer, smart phone etc.)
- Understanding what appropriate and inappropriate behaviour is online.
- Ensuring that we adhere to the law when using online media such as Facebook, Twitter, Instagram etc.
- Regularly reviewing existing safeguarding policies and procedures to ensure that online safeguarding issues are fully integrated, including:
 - Making sure concerns of abuse or disclosures that take place online are written into our reporting procedures.
 - Incorporating online bullying ('cyberbullying') in our anti-bullying policy
- Providing training for staff members responsible for managing Starcatchers' online presence.

Rules and guidelines when using or engaging with Starcatchers' social media.



- Employees are welcome to identify themselves as employees of Starcatchers on their personal social media platforms and to participate in social media engagement with Starcatchers, but it is advisable that they place a disclaimer, for example: ‘all thoughts and opinions are my own’ in their biographies or ‘about me’ sections. Alternatively, employees may use separate social media accounts for their personal lives and professional business.
- All new employees will be provided with a copy of the social media policy.
- Employees should never disclose non-public and confidential information about the organisation, its staff, volunteers, and most importantly its service users.
- We will not name service users in photo descriptions.
- We will not provide any identifying information on social media such as home addresses, school name, workplace, telephone numbers.
- We will not provide any information about future private schemes on social media publicly, such as events, appointments, locations or the like.
- We will never ‘tag’ personal profiles on Facebook or Instagram, only including professional organisations, venues or groups. Should employees wish to tag themselves in photographs they will need to be reposted with permission from the Communications & Marketing Manager.
- All associate artists, lead and guest artists and participants of community engagement projects will be provided with a copy of Starcatchers’ external social media policy.
- We will ensure employees and associate artists are aware of appropriate levels of contact with participants/audience members on social media. Artists and staff members should not be ‘friends’ on social media with participants whilst working for Starcatchers.
- Participants’ contact details will only be collected for the purposes of communications regarding any and all relevant projects and/or productions, and will only be retained for marketing communications purposes once a project has closed.
- We will ensure all staff, artists, workshop leaders, participants and any other relevant members of the organisation take responsibility for child protection, and report anything that could mean a child is at risk to the Designated Safeguarding Officer.
- Inappropriate posts will be removed, followed by an explanation why with the aim to raise awareness of safety aspects when using internet/ social media.
- We always seek parent/carer written permission before taking images of any children attending our events. We will never publish a child’s full name or other personal details along with their picture.
- We always seek participants or their legal guardians for written permission to communicate with them through social media and other communication opportunities (email, phone).

Expectations when using digital technology to communicate.



All employees are expected to be aware of these guidelines and follow them when posting either on behalf of the organisation or on their own social media accounts when tagging or referring to Starcatchers.

- Employees should be aware of this policy and follow it.
- If there are any queries, questions or concerns about the usage of internet or social media, employees should get in contact with our designated online safeguarding lead.
- Employees should not befriend participants while working with the charity.
- Employees should make sure posted content is appropriate. They should check and update privacy settings regularly.
- Communication with service users should not happen via the employees' personal accounts but official organisational accounts, profiles, websites, as a face-to-face conversation or through email or in writing.
- General information or abrupt changes can be communicated via social media, e.g., reminders or sudden changes, whilst personal/sensitive content should be communicated in a more formal way.
- Employees should avoid responding to participants outside our office hours.
- Messages/ texts of all kinds should be signed off in a professional manner.
- Any disclosures of abuse reported through social media should be dealt with in the same way as a face-to-face disclosure, according to our reporting procedures (see Safeguarding Policy)
- Photos should preferably be taken only with official Starcatchers devices or must be deleted directly after storage and usage, e.g. posting on social media.
- If an employee sees participants taking pictures/ recordings they will remind them of respecting private lives of others and not take or pass on pictures of other people without permission.

Private Facebook Groups

Due to ongoing Covid-19 restrictions and the need to move to a hybrid model of delivery, Starcatchers' Community Engagement projects, Creative Skills and Playspace activities often utilise private Facebook groups to connect with and communicate important information to participants. Employees should be aware of the following points when connecting with participants in this way:

- A Starcatchers' Facebook profile must be created for the member of staff for all communications via the private group.
- Communications to the group must be related to the project or activity outlined in the group's description, with any changes communicated to participants.
- Employees must be aware of the following information when engaging with participants on private Facebook groups: *Good Practice, Rules and Guidelines, Expectations when using digital technology to communicate* – all outlined in this policy.



Online meetings

Hosting online meetings

Before the meeting:

- Starcatchers uses Zoom or Teams for all online meetings and participatory sessions.
- If extra security is required, use Teams over Zoom.
- Unique links are set up for each meeting/session.
- All Zoom meetings/sessions must be password protected.
- Ground rules and Housekeeping (such as muting when not speaking, raising hands, using the Chat) are established at the beginning, where relevant.
- For participatory sessions, especially training, the Host will advise the duration and when breaks are planned to take place, and that it is ok to deal with issues in the home and how to do so privately (switching off camera and muting).
- The host is available to answer any tech queries or issues.
- Sessions can be recorded as appropriate but must achieve consent from participants in advance, as well as for clarifying future sharing/use.
- Participants have the right to request that the session not be recorded.
- If the host needs to Share Screen don't forget to check that you aren't sharing emails or personal information by accident.
- Set up an anonymised background if required, and help participants do the same if there are other people visible in the home, or privacy concerns.

During the meeting:

- Explain how you are going to chair or host the meeting, explain the role of anyone else you are working with to manage the meeting, and share your agenda or plan.
- Make it clear whether you are recording or saving any chat pages, or keeping a record of personal data (e.g., email addresses); why you are recording or saving these things; what you will do with these recordings after the meeting.
- If participants prefer not to be recorded, be prepared to take notes instead; if you really have to record, offer participants the option to leave if they prefer.
- Consider explaining to participants what you will do if the technology fails; for example, that you will try to reconnect, but that if this fails repeatedly, you will contact participants to rearrange.



- Some people may prefer not being visible, or may not want to share images of their homes. Offer everyone the option to use audio only.
- Make sure you allow people to introduce themselves in a supported way so that everyone in the space is acknowledged.
- Reassure participants that it is a welcoming space and the understanding that, for those in home environments, it is ok to step away to deal with door bells, caring responsibilities etc.
- Make sure you finish the meeting properly so that everyone has a sense of closure.

Safeguarding and Disclosure

Processes to tackle safeguarding and disclosure are outlined in this Policy and include online or digital situations.

Research suggests that some people self-disclose or act out more frequently or intensely online than they would in person due to distancing factors. Younger people or psychologically vulnerable people may be particularly prone to what is known as online “disinhibition”. In addition to this if you are working with children or vulnerable adults, you might want consider the following:

- Starcatchers staff are available to sit in on sessions or meetings as a non-participating third party by the facilitator.
- Sessions may be more tiring online than in person. You are likely to be able to do less than you might expect to face-to-face. It is also likely to be more tiring for participants.
- Remember that many platforms are designed with data (rather than human beings) in mind and have all sorts of functionality which is superfluous or might exclude people. Ask yourself whether you really need to use functions such as chat, slide-sharing, or voting.
- Spend a period at the start of the session (as you would offline) establishing an agreement for how you will work together. By having clear agreement and consent with participants, you will be establishing a culture of trust and safety. Consider whether it is appropriate for confidentiality to be agreed between participants. For example:
- Inviting people to share only what they feel comfortable with signals that it is not expected that participants share personal or emotionally sensitive information about themselves. Be as clear as possible in advance.
- It is especially important that you fully understand the software you are using



- to choose software that meets your participants needs and does not create additional anxiety about learning new skills or expending unnecessary data to protect the privacy of your group's members to support your ability to facilitate with confidence.
- Zoom allows participants to 'direct message' each other without the host being able to see the messages; you may want to consider disabling this option in order to further safeguard participants.
- During challenging or stressful times, it is appropriate to build in check-in time for participants to report on how they are feeling. This is supportive at both the beginning and end of sessions.
- Consider too how you might or might not follow-up after the session with the participants.

It is important for participants to leave sessions feeling like they have been heard and understood, and are clear about any next steps.

Starcatchers staff hosting online sessions and needing to debrief or reflect should contact a member of the management team in the first instance.

Facilitators have a duty of care to look after the needs of the whole group. We need to think what our response will be if a participant joins an online group in a state of undress, eating and drinking, on their bed, playing with pets and children, or behaving antisocially, for example. People suddenly leaving a group, or getting up and leaving the room might be irritating or even quite upsetting for some participants.

The rule of thumb is to apply the norms and principles you would in person and to use common sense.

It is also important to be clear what support you can and cannot offer to participants online. Do not promise something that you aren't qualified to deliver. If you are a practitioner rather than an arts therapist, for example, be clear to manage participants' expectations about the depth of support you can offer.

Advice for specific groups

Avaproject.org.uk

UpStream

Thinkuknow

NSPCC

SWGFL

saferinternet.org.uk

internetmatters.org



The 5 rights framework
Safe CIC

Child Exploitation and Online Protection website is the first port-of-call for reporting online abuse.

Good practice

Starcatchers encourages all staff to consider the following if and when posting either on behalf of the organisation or on their own social media accounts when tagging or referring to Starcatchers:

- Consider: is this related to Starcatchers' mission statement, aims or objectives?
- Be the best person you can be online. Be courteous and respectful of other people and their views, religions and cultures.
- Be an online ambassador for Starcatchers
- Please respect copyright and trademark regulations. When using someone else's content, please credit them appropriately, and if using their work always seek their approval.
- If in doubt do not post or comment.

Child Protection

We all have a responsibility to do everything possible to ensure that children are kept safe from harm. If you come across anything online that could mean a child is at risk, you should report it as soon as possible.

- Make a note of the URL of the webpage or social media post you're concerned about
- Take screenshots if you can.
- Complete the Safeguarding Disclosure Form with as much information as you can.
- Send these to the Designated Safeguarding Officer and Online Safeguarding Lead

Key Contacts

Designated Safeguarding Officer - Head of Development & Operations

Judith Walsh – judith.walsh@starcatchers.org.uk

Lead responsibility for dealing with disclosures and/or child protection concerns, policy development, good practice and training.

Rhona Matheson, Chief Executive – rhona.matheson@starcatchers.org.uk

Digital Communication Support - Communications & Marketing Manager

Sarah Leary – sarah.leary@starcatchers.org.uk



Review

Starcatchers is committed to a regular review of our social media activities and impact, engaging all members of staff and the Board in this process.

Reviewed May 2021 SL