



**St Vincent de Paul Society  
(England & Wales)**

## **SVP Social Media and Copyright Policy & Procedure**

### **1. Purpose**

This policy covers the use of social media by staff and volunteers of the St. Vincent De Paul Society (England and Wales), hereinafter referred to as the Society or the SVP.

The SVP realise that social media and networking websites have become an essential medium for reaching out to the public.

Use of social media will be monitored by the Communications team to ensure that the guidelines set out here are being followed. All staff, volunteers and SVP members using official accounts must adhere to the above guidelines; breach of this policy may result in disciplinary action or termination of their employment contract or membership.

### **2. Scope**

This policy applies to members, staff and volunteers.

### **3. Other relevant policies**

This policy is in addition to and complements any existing or future IT policies. In their communications via social media, SVP staff, volunteers and members should also be mindful of the SVP Code of Conduct and other relevant policies such as the Equalities and Diversity Policy.

### **4. Definition of social media**

For the purposes of this policy, social media means any tool for online publication and commentary and includes, but is not limited to, the following:

- Blogs (e.g. Wordpress, Tumblr, Blogger)
- Micro-blogging (e.g. Twitter)
- Forums (e.g. Navcaboodle)
- Networks (e.g. Facebook, Ning, LinkedIn, Google Plus)
- File-sharing sites (e.g. YouTube, Flickr)

### **5. Purpose of using social media**

The SVP wishes to increase its use of social media in order to:

- Raise awareness of the plight of the poor, forgotten, voiceless in our societies
- Raise awareness of SVP's history, spirituality, and charitable activities
- Encourage more people to join across all categories of membership and age groups
- Publicise fundraising, social, and spiritual events of the SVP.

## **6. Use of Official Accounts**

The Society operates a number of accounts on social media websites. The following outlines the limits of their use.

- An official account on any social media website may only be set up by National Office
- Only authorised staff may use these accounts to post online
- All information published on the Internet will comply with the Society's confidentiality and data protection policies. No confidential information will be published
- Minors will not be referenced online without their parent/guardian's express consent. Any reference should comply with procedures set out in the SVP safeguarding policy
- Copyright laws will be adhered to
- Anyone who becomes aware of social networking activity that would be deemed distasteful should inform National Office as soon as possible
- All posts will be in accordance with the SVP's ethos and values.

## **7. Guidance for using social media**

- Think of everything you post as being public and therefore only say things online you would be happy for anyone to read.
- All your posts, comments and tweets must be polite and respectful as befits someone representing the SVP. Don't be afraid to be yourself, but be respectful and do not say anything to bring the Society into disrepute.
- Don't escalate heated discussions; try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. If applicable refer to the Complaints Policy (S:\Guidance Manual\Section B - Policies and Procedures\B3 Complaints\B3a - SVP External Complaints Policy and Procedure.pdf)
- Any posts which bring the Society into disrepute may result in disciplinary action.
- If you see or hear something on social media then don't forget to pass on the information to the relevant person as soon as possible, for example if they are interested in doing a fundraising event pass them onto the fundraising officer and so on.
- On personal accounts, use your best judgement and be sure to make it clear that views and opinions expressed are yours alone and do not represent the official views of the SVP.

## 8. Copyright

Users must adhere to all provisions made by copyright law, and may not copy, reproduce, republish, download, post, broadcast or transmit materials belonging to parties outside the organisation without prior written permission from the owner.

All written and graphic material, whether held on paper, electronically or magnetically which was created or acquired by staff, members and volunteers during the course of their time with the Society, is the Society's property and copyright. Such material held by staff, volunteers and members must be returned when they leave the Society.

## 9. Requests from the media

Any statements requested on social media sites by reporters from newspapers, radio, television, etc. in relation to the Society must be referred to National Office.



Follow us on Twitter [@SVPEnglandWales](https://twitter.com/SVPEnglandWales)



Find us on Facebook [www.facebook.com/SVPEnglandandwales](https://www.facebook.com/SVPEnglandandwales)