

## **Social Media Policy and Procedures Anti-Cyber Bullying Policy**

**2019/2020**

*The purpose of this procedure is to advise on the conduct of staff expected when creating and engaging with Doorstep Arts social media sites and on the general use of social media where there is an identifiable connection with Doorstep Arts.*

*Staff are required to understand their obligations as representatives of Doorstep Arts and that their actions can impact upon Doorstep Art's reputation.*

*This procedure is applicable to all Doorstep Art's staff, interns and volunteers.*

## **Social Media: Staff Use Procedures**

### **Definition of terms**

**Professional account:** use of social media where a staff member or volunteer can be identified as an employee or volunteer of Doorstep Arts. The identification may be through means such as the person's social media name, character, profile or comments.

**Staff:** a person who has an ongoing Letter of Agreement with Doorstep Arts

**Volunteer:** anyone who willingly spends time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups).

### **1. What is Social Media**

Social media is online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. Social media services include, but are not limited to:

- social and professional networking sites (e.g. Facebook, LinkedIn) including official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies
- blogs, including corporate blogs and personal blogs
- micro-blogging sites (e.g. Twitter)
- video and photo sharing sites (e.g. Flickr, YouTube, Tumblr)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google or Yahoo groups)
- instant messaging

These Procedures cover future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device.

## 2. Doorstep Arts official social media

Doorstep Arts uses social media to fulfil its objectives: to promote inclusion in the arts in our community. Raise awareness to the importance of arts in education and promote Theatre and arts based projects and activities; promote training, employment and volunteering opportunities and promote third party complementary delivery in joint agency.

There are a number of official Doorstep Arts social media presences, which have restrictions on the creation and posting of content. These sites are managed on behalf of Doorstep Arts.

The current list of official Doorstep Arts social media presences is:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Vimeo
- Pinterest
- Google +
- Wordpress
- Workplace

Staff and volunteers may engage with official Doorstep Arts social media sites in compliance with these Procedures, and in keeping with the mission and best interests of the organisation. Contributions must be topically related to the particular site or blog article.

## 3. The use of social media

The use of Social Media by staff and associates will have a connection with Doorstep Arts (and be covered by these Procedures) in each of the following circumstances:

- If the social media site is established or used as a Doorstep Arts social media site;
- If the content of the social media is specifically about Doorstep Arts or its staff or volunteers, in whole or in part; and/or
- If a person identifies themselves as being associated with Doorstep Arts (e.g., as a staff member or volunteer).

Staff and associates must read and observe the following before creating a social media presence that has a connection with Doorstep Arts:

- a. Lead artists from DAS, Little Doorstep, Music Mondays, Doorstep Youth Theatre and Story Makers will update Facebook, Instagram and Twitter on a weekly basis. Any

member of staff or volunteer that intends to use the name 'Doorstep Arts' as a name or its profile, in whole or in significant part, must be approved by the Co-Directors.

- b. Any content (informational or photographic) will always be publicised primarily via the official social media presences listed on Facebook, Instagram and Twitter above - not via staff/volunteer's accounts in any social media platforms.
- c. Doorstep Arts reserves the right to request the removal of any content that is deemed in violation of these Procedures.
- d. The opinions and/or views expressed by staff and/or volunteers (including Board members) on their own personal and/or professional Social Media platforms, including, but not limited to, Facebook, Twitter, YouTube, LinkedIn, and blog pages, represent the thoughts of individuals, and not those necessarily of Doorstep Arts or members of its respective board of directors. The opinions and views expressed on these pages do not in any way reflect the views of the site they are posted on, other sites affiliated with the site, the staff involved with maintaining the site or any members of the site.

#### 4. **Professional use of Social Media**

- a. Staff using 'Doorstep Arts' in their name or profile in social media must conduct themselves at all times as representatives of the Doorstep Arts and in accordance with all Doorstep Arts policies.
- b. Adding 'Doorstep Arts' to a profile as an employer or place of volunteering creates a live link which can be searched for by any third parties. It is therefore required that staff and volunteers keep personal accounts separate and refrain from inappropriate posts/comments on their professional accounts.
- c. Staff and volunteers will not, in their professional accounts, accept 'friend/follow requests' from children under the age of 13 nor from individual or collective parties they do not know as any information in their accounts will automatically be known to these individuals or collective parties.
- d. Staff and volunteers will not post information (including photographic and video material) of sessions or events delivered by Doorstep Arts unless this information has been shared with them through any of the specific Doorstep Arts Account.

#### 5. **Managing and reporting issues in Social Media**

If a significant issue arises within social media, particularly one affecting or implicating the Doorstep Arts or its staff, volunteers or activity participants, the following steps are recommended:

- a. Identify the level of issue, those discussing the issue, the platform used and the extent of the commentary along with any legal ramifications.
- b. Follow the conversations to maintain a clear and current understanding of what is being discussed.

- c. Contact the Communications officer who will assess commentary for accuracy / defamation / legal issues / organisational sensitivities.
- d. If a sensitive or negative issue is being discussed in a public or social media platform, responding can often inflame the issue by making the 'protestors' believe Doorstep

Arts is 'worried' about their discussion, will change a decision and the like. Staff members and volunteers should always hesitate before responding so as to ensure consistent messages, adherence to approval processes and sensitivities are considered.

- e. Social media is also an extremely effective tool for dealing with crisis management in order to communicate swiftly and to a large network at short notice, and the Co-Directors or Co-parents will act in the event of a crisis.

## 7. **Use of images and /or video**

- a. Doorstep Arts will not knowingly publicise images or videos of individuals whose images are identifiable without prior consent taken during the course of our sessions at our usual Doorstep Sites.
- b. Doorstep Arts will not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.
- c. Staff members or volunteers should not post content in their professional accounts that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission.

## 8. **Best practice guidelines**

For a successful social media presence, staff and volunteers should:

- a. Be accurate and timely: provide accurate information on time as this is expected from the audience, and not publish misleading information.
- b. Be respectful: be professional and respectful at all times as this can directly reflect on the individual posting the message and/or the Doorstep Arts and its institutional voice.
- c. Follow the conversations to maintain a clear and current understanding of what is relevant and of interest to the community.
- d. Recognise that online content can and will live forever: be aware that the Internet is not anonymous, and acts as a permanent record. Everything written on the web may be traced back to its author even after it has been deleted. Information is backed up often and repeatedly, and posts in one forum are usually replicated in others through trackbacks and reposts or references.
- e. Separate the personal from the professional: there is no clear line between a staff members' or volunteer's work life and personal life. One should always be honest and respectful in both capacities. Finding the actual identity of a poster from a few posts and a screen name is not impossible. This creates an avenue for outside parties to link personal writings to those a person has done in a professional capacity. Staff members and associates should always write keeping in mind that other people may

know their identity and it is not anonymous. They should never write anything that they would not say openly to all parties involved.

- f. Avoid hazardous materials: refrain from posting or linking to any materials that are defamatory, threatening, harassing, indecent, discriminatory, infringe copyright, constitute contempt of court, or are otherwise unlawful.
- g. Keep confidentiality: refrain from posting any confidential information.
- h. Be aware of privacy obligations: these should always be considered prior to posting information on any social media platform especially if the identity of an individual can be ascertained from the information provided. In particular, personal information gained through employment or volunteering Doorstep Arts should not be posted in social media.

**Failure to adhere to this policy and procedure can result in disciplinary action.**

## Anti-Cyberbullying Policy

### 1. Introduction

Doorstep Arts recognises that technology plays an important and positive role in everyone's lives, both educationally and socially. It is committed to helping all staff to understand both the benefits and the risks, and to equip them with the knowledge and skills to be able to use technology safely and responsibly.

### 2. Aims

The aims of this policy are to ensure:

- safeguarding the children in the real and virtual world
- children, staff and parents are educated to understand what cyberbullying is and what its consequences can be
- knowledge, policies and procedures are in place to prevent incidents of cyberbullying in the playgrounds
- have effective measures to deal effectively with cases of cyberbullying
- monitor the effectiveness of prevention measures.

## What is Cyberbullying?

### 3. Cyberbullying – Definition

Mr Bill Belsey, the creator of the web site: [www.cyberbullying.org](http://www.cyberbullying.org) defined this unpleasant and particularly intrusive phenomenon in the following terms:

- "Cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group that is intended to harm others."
- Cyberbullying can involve Social Networking Sites, emails and mobile phones used for SMS messages and as cameras. In addition:
- It can be used to carry out all the different types of bullying; an extension of face-to-face bullying
- It can also go further in that it can invade home/personal space and can involve a greater number of people
- It can take place across age groups and staff and other adults can be targeted
- It can draw bystanders into being accessories
- It includes: threats and intimidation; harassment or 'cyberstalking'; vilification/defamation; exclusion or peer rejection
- Impersonation; unauthorised publication of private information or images ('happy-slapping'); and manipulation
- It can be an illegal act

### 4. PREVENTING CYBERBULLYING

#### Understanding and discussion

Staff will receive training in identifying cyberbullying and understanding their responsibilities in developing e-safety. In this training all staff will be helped to keep up to date with the technologies

that children are using will discuss keeping personal information safe and appropriate use of the internet

Children and staff will be involved in evaluating and improving policies and procedures.

## **Policies and Procedures**

Ensure regular review and update of existing policies to include cyberbullying where appropriate  
Provide opportunities for children to be involved in the process of updating and improving them  
Keep good records of all cyberbullying incidents

## **Making Reporting Easier**

Children/parents may contact [admin@doorsteparts.co.uk](mailto:admin@doorsteparts.co.uk) when they are concerned about a bullying issue

Ensure staff can recognise non-verbal signs and indications of cyberbullying

Publicise and promote the message that asking for help is the right thing to do and shows strength and good judgement

Publicise to all members of staff the ways in which cyberbullying can be reported

Provide information for all children including reassurances about 'whistleblowing' and the appropriate way of informing appropriate staff or parents about incidents they have witnessed

Provide information on external reporting routes eg mobile phone company, internet service provider, Childline, CEOP or the NSA.

## **Evaluating the Effectiveness of Prevention Measures**

Identify areas for improvement and incorporate children's ideas

## **5. RESPONDING TO CYBERBULLYING**

Most cases of cyberbullying will be dealt with through the school's existing Behaviour Policy and this must remain the framework within which incidents of bullying are investigated. However, some features of cyberbullying differ from other forms of bullying and may prompt a particular response.

The key differences are:

- impact: the scale and scope of cyberbullying can be greater than other forms of bullying
- targets and perpetrators: the people involved may have a different profile to traditional bullies and their targets
- location: the 24/7 and anywhere nature of cyberbullying
- anonymity: the person being bullied will not always know who is bullying them
- motivation: some children may not be aware that what they are doing is bullying
- evidence: unlike other forms of bullying, the target of the bullying will have evidence of its occurrence
- it is possible that a member of staff may be a victim and these responses apply to them too.

## **6. Support for the person being bullied**

- Offer emotional support; reassure them that they have done the right thing in telling
- Advise the person not to retaliate or reply. Instead, keep the evidence and take it to their parent or a member of staff (in the case of staff they should take it to their line manager)
- Advise the person to consider what information they have in the public domain
- Unless the victim sees it as a punishment, they may be advised to change eg mobile phone number
- If hurtful or embarrassing content is being distributed, try to get it removed from the web. If the person who posted it is known, ensure they understand why it is wrong and ask them to

remove it. Alternatively, contact the host provider and make a report to get the content taken down

- In some cases, the person being bullied may be able to block the person bullying from their sites and services.

## 7. Investigation

- Members of staff should contact Co-Parents or Doorstep Arts office ([admin@doosretparts.co.uk](mailto:admin@doosretparts.co.uk) or 01803 558811) in all cases
- Staff and children should be advised to preserve evidence and a record of abuse; save phone messages, record or save-and-print instant messenger conversations, print or produce a screenshot of social network pages, print, save and forward to staff whole email messages
- If images are involved, determine whether they might be illegal or raise child protection concerns. If so, contact the DCP, who may involve the LADO (Local Authority Designated Officer), the local police in cases of actual/suspected illegal content, or CEOP (<http://www.ceop.gov.uk/>)

## 8. Working with the bully and applying sanctions

The aim of the sanctions will be:

- to help the person harmed to feel safe again and be assured that the bullying will stop
- to hold the perpetrator to account, getting them to recognise the harm caused and deter them from repeating the behaviour
- to demonstrate that cyberbullying is unacceptable

## 9. General advice on protecting yourself online and dealing with Cyberbullying

**To avoid the risk of being exposed to illegal content and protecting yourself online, we recommend the following precautions:**

- Do not share your personal information! This includes pictures of you or your family and friends, email addresses, mobile numbers and online IDs
- Do not arrange to meet strangers! You may have been communicating with people you think you know online, but do you really know who they are?
- Do not open email or links on social networking pages from people you do not know or when you do not recognise the email address
- Similarly, do not open attachments or pictures you receive from unknown people or email addresses
- Ensure you have an effective filter on your PC to stop unwanted content
- If you are regularly using search engines (such as Google), you can set each search engine site to a strict level of filtering. This limits what a search will bring up when entering keywords. Check your options with your preferred search engine site. Once you have chosen a search filtering level, check these settings regularly to ensure they have not been amended or switched off
- Viewing illegal images online can carry a penalty of up to 10 years in prison in the UK

- Curiosity is normal on the internet, but being exposed to unwanted and potentially illegal images is not acceptable
- Child Abuse images reflect just that: abuse of children and as such, should always be reported.