



Social Media Guidance Note

PURPOSE

This document provides an overview of how Blue Ocean Waves Centre uses social media and outlines how staff, volunteers, and any other individual(s) connected with the organisation, can get involved both personally and professionally.

From detailing to top tips on becoming online advocates for the Centre to the nuances of engaging with young people on each social media channel, the guidance seeks to answer questions around how social media should be used to minimise risks towards our young people, stakeholders and overall reputation.

OUR VALUES

The vision of Blue Ocean Waves Centre is to achieve increased growth online and offline is guided by certain shared values that we live by as an organisation, and as individuals.

We are:

- **APPROACHABLE** – WE ARE OPEN MINDED AND VALUE DIVERSITY.
- **NON-JUDGEMENTAL** – WE FOCUS ON THE POTENTIAL NOT THE PAST.
- **INSPIRING** – WE LEAD BY EXAMPLE.
- **EMPOWERING** – WE ENABLE POSITIVE CHANGE.
- **PASSIONATE** – WE ARE ABSOLUTELY COMMITTED TO SUPPORTING YOUNG PEOPLE.

We recommend approaching online worlds in the same way we do the physical one – by using sound judgment and common sense, plus adhering to The Centre’s values and Social Media policy at all times.

HOW WE USE SOCIAL MEDIA

Blue Ocean Waves Centre uses its official social media channels as its public voice; to engage with young people, supporters and stakeholders to help strengthen its brand and promote the great work of its teams across the country.

Blue Ocean Waves Centre’s Digital Marketing team manages the following social media channels:

- **Twitter:** [@blueoceanjolene](https://twitter.com/blueoceanjolene)
- **Facebook:** [/BlueOceanWavesOfficialPage](https://www.facebook.com/BlueOceanWavesOfficialPage)
- **Instagram:** [@blueoceanwavescentre](https://www.instagram.com/blueoceanwavescentre)
- **YouTube:** [/blueoceanwavescentre](https://www.youtube.com/blueoceanwavescentre)
- **LinkedIn:** [/Blueoceanwavescentre](https://www.linkedin.com/company/Blueoceanwavescentre)

These are the **only** accounts which are allowed to use our logo and it is essential they are maintained to the highest professional standards to protect our reputation.

The Digital Marketing team welcomes all content suggestions for our social media profiles. If you have any news or updates you would like us to consider, please submit requests to blueoceanjolene@yahoo.com.

SOCIAL MEDIA OVERVIEW

Social media is the simplest way to engage large and influential audiences, so it is important to apply a common sense approach and recognise these are broadcast platforms - and posts have the potential to be seen by the public permanently.

Before publishing any updates online, consider whether it is appropriate. If in doubt, don't publish.

PERSONAL SOCIAL MEDIA USE

We encourage staff and volunteers to be advocates for Blue Ocean Waves Centre on your personal social media accounts, as it is a great way to shout about our work and help us reach even more people. However, please be aware that, by doing so, you are subject to professional responsibilities.

For example, if you post updates from a personal social media account and make reference to Blue Ocean Waves Centre on your account (e.g. in your Twitter biography, on your Facebook profile or within individual posts etc.) all your content is potentially linked to your role at The Centre. Therefore, you must take full responsibility for your content.

Take a common sense approach to communications on all social media, websites and blogs. Apply sound judgement and the professional principles of conduct you bring to your work offline to your online activities.

GENERAL

- ➔ All personal social media accounts must be linked to a private email address and not Blue Ocean Waves Centre one.
- ➔ Engaging with supporters, organisations and local figures relevant to your job can be a great way to shout about our work, but always think before you contribute to online conversations and how this may reflect on our reputation.
- ➔ Make sure you have people's permission to share personal data, photographs, videos or any other content on social media (e.g. pictures of programme activities).
- ➔ If you are referencing facts and figures about our work, ensure it has been authorised by the Communications team for external use, is in the public domain and doesn't breach confidentiality.

ENGAGING WITH YOUNG PEOPLE ON SOCIAL MEDIA

If a young person aged 18 or over must be contacted through personal digital means, where face-to-face, email, letter or an official social media channel is not feasible, guidelines must be adhered to – with the purpose of the contact made clearly and agreed in advance.

Any contact that takes place on personal social media channels must be done during normal office hours. It is not permissible to direct message them. If this is required, use an official account.

- ➔ Personal social media accounts shouldn't be used as an official route of communication to engage with young people on our programmes.
- ➔ If you receive a friend / follower request or private message from Blue Ocean Waves Centre's young person, off-line efforts (verbal conversation, letter etc.) must be made to explain the reasons for this (due to safeguarding) and encourage them to use the national 'contact us' form.
- ➔ misinterprets the nature of the communication, we recommend you:
 - End the conversation
 - Suggest resuming the conversation at a trusted place or event e.g. Blue Ocean Waves Centre
 - Provide details to the Safeguarding team
- ➔ Avoid emojis and symbols such as 'x' or 'xoxo'

The following guidelines state what is and is not permissible for staff and volunteers on personal social media channels.

- **Facebook:**
 - ✓ It is permissible to 'like' or follow a young entrepreneur's business page if they are over the age of 18
 - ✓ It is permissible to engage with a business update (like, share or comment) they have shared if it is in a professional capacity e.g. business milestone
 - X It is not permissible to 'friend' a young person through their personal profile
 - X It is not permissible to comment on their personal profile
 - X It is not permissible to direct message a young person. If this is required, use an official account
- **Twitter:**
 - ✓ It is permissible to follow young people / young entrepreneurs' accounts if they are over the age of 18
 - ✓ It is permissible to publicly tweet / tag them in the context of a work issue that doesn't expect a response e.g. a campaign
 - ✓ It is permissible to engage with an update they have shared if it is in a professional capacity e.g. business milestone
 - X It is not permissible to direct message a young person. If this is required, use an official account

- **Instagram:**
 - ✓ It is permissible to follow young people / young entrepreneurs' accounts if they are over the age of 18
 - ✓ It is permissible to engage with an update (like, share or comment) they have shared if it is in a professional capacity e.g. business milestone
 - X It is not permissible to direct message young people / young entrepreneurs. If this is required, use an official account

- **LinkedIn:**
 - ✓ It is permissible to accept requests from young people over the age of 18
 - ✓ It is permissible to engage with an update (like, share or comment) they have shared if it is in a professional capacity e.g. business milestone

Under no circumstances should young people under the age of 18 be contacted via social media. Nor, should information about young people be shared online without their express permission with signed publicity consent.

COMMON SCENARIOS

The following scenarios are relevant for both professional and personal social media accounts:

- **If you're at a programme / programme 'end of celebration' event**, think carefully about the content composition. Personal data linked to the social media post that could make young people identifiable, and therefore put them at risk, should be highly minimised (e.g. full name, age and location etc):
 - ✓ Ask the young people to take a creative selfie that represents their achievements that they feel comfortable with e.g. can they spell out a word or hold up a relevant hashtag etc?
 - ✓ Take images of event staging, branding to paint the picture of where you are
 - ✓ Depersonalise content where possible e.g. *I met a fantastic group of young people at a @BlueOceanWavesCentre programme this week* (no names stated to de-risk how identifiable they are through social media)

- **If your programme / programme 'end of celebration' event is online**, do not record (e.g. Microsoft Teams) without full approval from all attendees:
 - ✓ This should be communicated to all event attendees at the point the recording begins – with a clear outline as to how the content will be used
 - ✓ Any personal data that is visible (e.g. usernames and / or email addresses) needs to be removed before the content can be published or shared
 - ✓ If anyone does not wish to be featured, this needs to be resolved before the content is published or shared
 - X Do not screenshot the online event at any time

- **If you're at a Blue Ocean Waves Centre's event (e.g. Blue Ocean Waves Centre Concert)**, always ask express permission from Blue Ocean Waves Centre's young people before sharing content on social media. Although media consent has been secured by the Marketing department, young people have the option to personalise how much exposure they want. So, if someone is happy to be interviewed for a magazine, it doesn't necessarily mean they want social media exposure too. Out of courtesy, always check.

- ✓ Take images of your event ticket, staging, brochure and branding to paint the picture of where you are.
- ✓ Share content from the Blue Ocean Waves Centre website (success stories and news stories) and / or social media accounts e.g. retweet, quote tweet, like and comment etc.

IN SUMMARY: TOP TIPS

1. Don't create an official account before receiving authorisation from the Digital Marketing team and have had sufficient training.
2. You should apply the same standards online, whether acting in a professional or personal capacity, as you would to your offline work for The Centre.
3. Be aware that websites, chatrooms and forums, social media networks, podcasts, blogs and vlogs are broadcast tools. Anything you post on these channels is in the public domain and is difficult to remove.
4. Take a common sense approach and if in doubt don't post it. Ensure any content you post online doesn't breach confidentiality, nor is in opposition to The Centre's values.
5. Ensure you have consent to share content including images. Even if written consent is in place, ensure you have verbal consent for that particular instance. Young people should have the option to 'opt out' at any time.
6. Protect official social media accounts by creating strong passwords that are changed regularly and shared with authorised users.
7. Use devices authorised by Blue Ocean Waves Centre's IT team to post, where possible, opposed to personal devices to avoid security risks and mis-posting updates.

ANY CONCERNS?

If you see something that concerns you regarding Blue Ocean Waves Centre on any social media channel - our own or a third party e.g. information which may breach confidentiality or damage The Centre's reputation - please email blueoceanjolene@yahoo.com .