

ONLINE AND THE USE OF SOCIAL MEDIA POLICY

Table of Contents

| <u>[NUMBER]</u> | <u>[DOCUMENT]</u> | <u>[PAGE NUMBER]</u> |
|------------------------|-------------------------------------|--|
| 1 | Social Media Code of Conduct | 7 |

Scope

This policy applies to anyone working on our behalf, including staff, our trustees and other volunteers of KJRF.

Partner organisations, also referred to as initiative providers, will be required to have their own policies that must as a minimum, meet the standards outlined below and comply with relevant frameworks and guidance as necessary for the provision of their activities through initiatives as funded by KJRF.

Purpose

Our charitable activities include working with children, young people and vulnerable people. The purpose of this policy is to protect them and provide stakeholders and the public with the overarching principles that guide our approach in doing so.

This policy is to promote responsible use of the internet and social media (platforms listed below) in relation to the supported projects, the fundraising activity it undertakes, and the procedures for doing so. It also outlines how we expect staff and volunteers who work for us, and the parents, children or young people who take part in the projects, to behave online.

The policy further seeks to minimise risks to the charitable endeavours of KJRF through inappropriate use of social media and the internet.

This policy deals with all forms of social media, including:

- i. Instagram

Aims

The aims of our online safety policy are:

- to protect all children, young and vulnerable people involved with the KJRF supported projects and who make use of technology (such as mobiles phones, games consoles and the internet) while taking part in the activities.
- to provide staff and volunteers with policy and procedure information regarding online safety and inform them how to report and respond to incidents; and

- to ensure the KJRF is operating in line with our values and within the law regarding how we behave online in relation to the activities, projects and initiatives.

Roles and Responsibilities

Responsibility for monitoring and reviewing the implementation and operation of this policy sits with the Trustees.

Any misuse of this social media policy must be reported to the Safeguarding Lead in a timely manner.

Understanding the online world

As part of using the internet and social media for the KJRF, the users will:

- Understand the safety aspects – including what is acceptable and unacceptable behaviour for staff, young people and children – when using websites, social media, apps and other forms of digital communication.
- Be aware that it doesn't matter what device is being used for digital interaction, but that the same safety aspects apply whether it is a computer, mobile phone, game console or otherwise.
- When using social media platforms (including Facebook, X and Instagram), ensure adherence to relevant legislation and good practice guidelines, regularly review 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.
 - Cyber bullying will not be tolerated.
 - provide training for the person responsible for managing our organisation's online presence.

Prohibited Use

All representatives of the KJRF must adhere to the behaviour guidelines and practice outlined in the social media code of conduct. Failure to adhere to policies and codes of conduct of KJRF may result in enforcement action, such as warnings and disciplinary action.. The trustees will assess the situation and implement the relevant action

Managing our online presence

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

- all social media accounts will be password- protected, and at least 3 members of staff will have access to each account and password.

- the account will be monitored by a designated person, who will have been appointed by the KJRF.
- the designated person managing our online presence will seek advice from our designated Safeguarding Lead to advise on safeguarding actions.
- a designated supervisor will remove inappropriate posts by young people, children, volunteers or staff (project or KJRF), explaining why, and informing anyone who may be affected (as well as the parents of any young person or children involved).
- identifying details such as a child's home address, school name or telephone number must not be posted on social media platforms. Any posts detailing personal identifiable information will be taken down and deleted.
- All posts and correspondence will be consistent with our aims and objects. Social media communications, or posts online which may damage the business interests or reputation of the Foundation whether indirectly or directly, must not be made.
- we'll make sure everyone is aware of who manages our social media accounts and who to contact if they have any concerns about the running of the account.
- Parents and guardians of the children and young people will be asked to provide their consent for us to communicate with their children through social media, or by any other means of communication (direct messaging will not be used).
- Parents and guardians of the children and young people will need to give permission for photographs or videos of their child to be posted on social media.
- All KJRF accounts and email addresses will be appropriate and fit for purpose.

What we expect of staff, volunteers and trustees

- Staff, volunteers and trustees should be aware of this policy and behave in accordance with it.
- Staff, volunteers and trustees should seek the advice of the designated safeguarding lead if they have any concerns about the use of the internet or social media.
- Staff, volunteers and trustees should communicate any messages they wish to send out to children and young people to the designated person responsible for the organisation's online presence.
- Staff, volunteers and trustees should not 'friend' or 'follow' children or young people from personal accounts on social media.
- Staff, volunteers and trustees should make sure any content posted is accurate and appropriate, as young people may 'follow' them on social media.

- Staff, volunteers and trustees should not communicate with young people via personal accounts or private messages.
- rather than communicating with parents through personal social media accounts, staff should choose a more formal means of communication, such as face-to-face, in an email or in writing, or use an organisational account, profile or website.
- at least one other member of staff should be copied into any emails sent to children or young people.
- Staff, volunteers and trustees should avoid communicating with children or young people via email outside of normal office hours.
- emails should be signed off in a professional manner, avoiding the use of emojis or symbols such as 'kisses' ('X's).
- 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.
- smartphone users should respect the private lives of others and not take or distribute pictures of other people if it could invade their privacy.
- staff, volunteers, trustees and young people must not engage in 'sexting' or send pictures to anyone that are obscene, indecent or menacing.

What we expect of children and young people

- children and young people should be aware of this online safety policy and agree to its terms.
- we expect children and young people's behaviour online to be consistent with the guidelines set out in our acceptable use statement.
- children and young people should follow the guidelines set out in our acceptable use statement on all digital devices, including smart phones, tablets and consoles.

Using mobile phones or other digital technology to communicate

When using mobile phones (or other devices) to communicate by voice, video or text (including texting, email and instant messaging), we'll take the following precautions to ensure young people's safety:

- Staff and volunteers will avoid having children's or young people's personal mobile numbers and will instead seek contact through a parent or guardian. For Safeguarding reasons and operational necessity, staff / volunteers will have direct contact at certain times.

- Staff and volunteers should have a separate phone from their personal one for any contact with parents or young people.
- Texts will be used for communicating information - such as reminding children or young people about upcoming events, practice timings - and not to engage in conversation.
- If a young person misinterprets such communication and tries to engage a staff member in conversation, the member of staff will take the following steps to end the conversation or stop replying:
 - suggest discussing the subject further at the next face to face meeting.
 - if concerned about the child or young person, provide contact details for the KJRF Welfare Officer or appropriate agencies.

Using mobile phones during sports activities

So that all children can enjoy and actively take part in the activities, we discourage the use of mobile phones during the activities. As part of this policy we will:

- make children and young people aware of how and who to contact if there is an emergency or a change to previously agreed arrangements.
- inform parents of appropriate times they can contact the children and young people and discourage them from attempting contact outside of these times.
- advise parents that it may not be possible to contact children during certain times and provide a contact from the project organisers who will be reachable should there be an emergency.
- explain to young people how using mobile phones during activities has an impact on their safe awareness of their environment, and their level of participation and achievement.

Use of other digital devices and programmes

The principles in this policy apply no matter which current or future technology is used - including computers, laptops, tablets, web-enabled games consoles and smart TVs - and whether an app, programme or website is used.

If any digital devices are used as part of activities by the KJRF:

- we expect children and young people to adhere to the guidelines surrounding online use and behaviour set out in our acceptable use statement.
- we'll establish appropriate restrictions, more commonly known as 'parental controls', on any device provided to prevent misuse or harm.

The KJRF commit to implementing this policy and addressing any concerns quickly and within this policy.

Further Information & Useful Contacts

Further information for parents and carers on keeping children, young and vulnerable people safe online:

The following websites provide information for organisations and parents about online safety to help them protect their children from harm:

- NSPCC – www.nspcc.org.uk
- Child Exploitation and Online Protection Centre (CEOP)- www.ceop.police.uk
- Childnet - www.childnet.com
- The UK Safer Internet Centre - www.saferinternet.org.uk

Policy Review

| VERSION | REVIEW DATE (and who by) |
|-------------------|-----------------------------------|
| 1 as at June 2025 | September 2025 – quarterly review |

SOCIAL MEDIA CODE OF CONDUCT

The KJRF understand the importance of online communication for children and young people's development. However, we recognise that relevant safeguards need to be put in place to ensure children and young people remain safe while online or using social media.

We ask that all children, young people and parents, carer or guardian spend a few minutes to read through and discuss this statement with their child.

- I will be responsible for my behaviour when using the internet and social media whilst taking part in the KJRF supported project, including the content I access and how I conduct myself.
- I will not deliberately create, browse or access material that could be considered offensive or illegal. If I accidentally come across any such material, I will report this to a member of staff.
- I will not use social media or the internet to send anyone material that could be considered threatening, offensive, upsetting, bullying or that is illegal.
- I understand that I should only use the KJRF supported project's official social media or website communication channels to contact them and should not seek out individual members of staff or volunteers.
- I understand that all my use of internet and social media is potentially visible to everyone and that any issues involving my behaviour online may be addressed the organisers of the KJRF supported project.
- I will not give out any of my personal information (such as name, age, address or telephone number online), or that of anyone else.
- I will not share my passwords with anyone else.
- I understand that these rules are designed to keep me safe, and if they are not followed, my parents may be contacted.
- I will avoid using my mobile or smartphone during the project activities as I understand that it will have an impact on my safety and my opportunity to learn and achieve.
- I am aware that if I am experiencing bullying behaviour or abuse online, I can contact the project lead.
- I know I can contact Childline on 0800 11 11 if I have any worries about something I've seen or experienced online.