

<u>Policy</u>	<u>Author & Board member</u>	<u>Date to Review</u>	<u>Responsible staff</u>
Social Media Policy	Samantha Johnson: CEO	July 2022	All – Communications Manager to review

ECHO Social Media Policy

Introduction

Every day people discuss debate and embrace ECHO in online conversations on various pages and platforms. We recognise the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way.

These Online Social Media guidelines have been developed to help empower our staff and volunteers to participate in this area of work as we use social media to communicate, recruit, retain, and inspire those in our community.

ECHO's Mission:

To support the children affected by heart disease & treated by the Evelina London Children's Hospital networks and their families.

ECHO's Vision

A world where the emotional, social, financial and medical needs of heart families are met

ECHO's Values

Resilient, Empowering, Supportive, Open and Honest, Resourceful

These guidelines are intended to outline how ECHO's values should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of ECHO.

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Patrons: Dr Owen I Miller FRACP FCSANZ FRCPCH, Professor Shakeel A Qureshi MB ChB, FRCP, Ulrika Jonsson, Phil Gallagher

Registered address: Canterbury House, 1 Royal Street, London SE1 7LL

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It is critical that we always remember who we are (a charity supporting members) and what our role is in the social media community (to represent ECHO, reach out to members and raise awareness of our services).

Because using online social media to engage with members and stakeholders can be fast, easy, and inexpensive it doesn't mean that different rules apply to any other way we communicate with people.

ECHO encourages staff and volunteers to explore and engage in social media communities at a level at which they feel comfortable and to undertake training or support sessions with the communications manager when needed.

Have fun, but be smart. The best advice is to approach online worlds in the same way we do the physical one – by using sound judgment and common sense.

Our Five Core Values of ECHO within the social media community

- 1. Open and Honest:** ECHO communicates in an open and honest way online, never misleading followers or controlling a conversation. We want to highlight achievements of ECHO or that of the CHD community - from within the medical, social and emotional areas that would interest members or stakeholders.
- 2. Supportive.** We will be conscientious regarding any Personally Identifiable Information (PII) that we collect, including how we collect, store, use, or share that PII. No private information will be shared without written consent from the member and any related person within any post or blog update- for example photographs - consent needed from all within image.
- 3. Resourceful.** We aim to resource our social media pages from within the staff team and specially recruited volunteers. Our aim is to increase public awareness by increasing and managing our online profile effectively.

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- 4. Empowering.** We will listen to the online community and react to the needs of our stakeholders within a timely manner and aim to encourage use of our members' Facebook group rather than host or direct participation.
- 5. Resilient.** We will engage with our social media pages in a way that best meets the needs of the audience. Closed support pages will be managed with members in mind whilst the public pages and groups will look more closely at ECHO's needs and in the opportunity we might have to raise awareness of the CHD community.

Our Expectations for staff and volunteer's personal behaviour in Social Media

There's a big difference in speaking "on behalf of ECHO" and speaking "about" ECHO. This set of 5 guidelines refers to those personal or unofficial online activities where you might refer to ECHO.

- 1. Make it clear that you are not posting on behalf of ECHO.** Personal social media posts about ECHO are subject to our Code of Conduct- social media is a public setting and our policy is applicable to your personal activities online. Adding ECHO members to personal social media accounts is discouraged and any such personal communication should be discussed and agreed by the CEO of ECHO.
- 2. You are responsible for your actions.** Anything you post that can potentially tarnish ECHO's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.
- 3. Look out for compliments and criticism.** Even if you are not an official online spokesperson for ECHO, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the ECHO or the CHD community online that you believe are important, consider sharing them by forwarding them to hello@echo-uk.org

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4. **You may come across negative or disparaging posts about ECHO, or see third parties trying to spark negative conversations.** Unless you are a certified online spokesperson, avoid the temptation to react yourself. Pass the post(s) along to hello@echo-uk.org or inbox one of the online moderator official ECHO accounts.
5. **Be conscious when mixing your business and personal lives.** Online, you're personal and business personas are likely to intersect. ECHO respects the free speech rights but you must remember that members, colleagues, stakeholders and supervisors often have access to the online content you post.

Remember NEVER to disclose non-public information about ECHO.

Our Expectations for Online Spokespeople

We have an opportunity and a responsibility to effectively manage ECHO's reputation online and to selectively engage and participate in online conversations that mention us every day. The following 10 guidelines guide how our Online Spokespeople should represent ECHO in an online, official capacity when they are speaking "on behalf of ECHO:"

1. **Be appointed to the Social Media Team** - which can include: staff, volunteers and trained advisors.
2. **You must act with our values at the core of what you do.** This commitment is true for all forms of social media. It is important that your posts convey positive, optimistic spirit that we translate in our values and in all of its communications.
3. **Be respectful of all individuals, races, religions and cultures;** how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on ECHO.

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4. **ECHO requires all staff and volunteers who are communicating on behalf of us to always disclose their name and their relationship to ECHO.** It is never acceptable to use aliases or otherwise deceive people. In any 1:1 correspondence with people via social media state your relationship with ECHO from the outset, e.g., "Hi, I'm Sarah and I volunteer for ECHO"
5. **Keep records.** It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. 1:1 online dialogue, removed or moderated posts pertaining to ECHO should be recorded and sent to: hello@echo-uk.org or stored on the L Drive when appropriate.
6. **When in doubt, do not post.** We are personally responsible for our words and actions. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of ECHO. Exercise sound judgment and common sense, and if there is any doubt, **DO NOT POST IT.**
7. **Give credit where credit is due.** DO NOT claim authorship of something that is not yours or ECHO's. If you are using another party's content, make certain that they are credited for it in your post.
8. **Be responsible to your work.** ECHO understands that we engage in online social media activities at work for legitimate purposes and that these activities may be helpful. However, we encourage staff to exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work and do not encourage any interaction of personal social media in working hours.
9. **Remember that your local posts can have national audience,** for example if something happens at the Evelina London it may not in another Heart Centre so posts should always reflect the local vs national view.

10. Know that the Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous. Any post relating to policy should be approved via the CEO or Communications Manager. ECHO do not offer medical advice or information.

How we will manage our social media pages:

We will:

- Ensure descriptions of ECHO are accurate on any social media page
- Include a breakdown of official social media pages to the online team
- Provide a rota of daily/weekly cover to moderate and update the pages
- Ensure passwords are changed frequently and kept secure with Admin Manager
- Moderate who joins private groups and/or pages
- Maintain ECHO's confidentiality and child protection policies are upheld at all times
- Ensure our pages set out clear descriptions about what the aim of that page is - always providing details for people in distress and needing immediate care or support.
- Remove any offending material immediately- including bad language or hurtful comments.
 - Records to be kept and message sent to the poster in a private message with details of why it has been removed.
- Contentious material removed
 - When appropriate discuss with one other member of ECHO online team
 - Record kept and message sent to the poster as above.
- No medical advice given
- Guidance, signposting, support given to registered and approved organisations only
- Requests for medical advice must be given ECHO website page for contact Evelina London professionals or local GP or non-emergency service such as 111. Must monitor other members offering medical advice. **EVERY CHILD IS DIFFERENT- seek medical advice.**

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Connecting the Children's Heart Community

- Threads or conversations regarding problems/serious concerns involving any hospital (Evelina or Local District General Hospital) or medical professional should be referred to the CEO or appropriate member of staff and removed from the page. No discussion of a person, unit, team should remain on ECHO's page.
 - These posts need to be removed and sent to the CEO or Communications Manager. A message should be sent to the poster with PALS information and contact details for CEO of ECHO. We do not do case work but could offer advice about complaints.
- Threads or conversations giving concern about the emotional or psychological well-being of participant/s should be referred to another member of the online team
 - These posts need to be closely monitored and at times removed and a personal message with who to contact should be sent directly to poster.
- Concerns/problems discussed on Facebook should be highlighted in your record keeping for ECHO to review potential issues
- Notices and advertisements for activities or fundraising events for other charities are not permitted without the prior permission of CEO or Communications Manager
- Any member or supporter advertising fundraising for ECHO must inform hello@echo-uk.org of the intention for raising funds.
 - You might see posts regarding people making something to sell with a % going to ECHO

ECHO's Online Community:

Facebook Group: Closed group for parents only, [accessed via here](#)

Facebook Page: <https://www.facebook.com/echoukcharity>

Twitter: <https://twitter.com/echoukcharity>

Instagram: <https://www.instagram.com/echoukcharity>

You Tube: [ECHO Charity](#)

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