

Social Media protocol for Family Crisis Support Practitioners

Social media offers a fantastic opportunity to promote the great work of the Family Crisis Support service. However, it is important to be mindful of the importance of maintaining strict confidentiality for FCS families. The points in this document help ensure that the service can continue to be promoted while protecting families' identities.

Photos

Twins Trust has a strict policy on the use of photographs on social media. As a Family Crisis Support practitioner, please under no circumstances are you to use photos of any FCS families on social media, even if the faces of the children are not able to be seen. It is not Twins Trust's policy to share photos of FCS families unless it is part of a planned media engagement by Twins Trust.

Post content

1. Never disclose sensitive or private information about any past or present FCS family including names and surnames on social media. Even if the family has given you permission it is still not Twins Trust's policy to post about FCS families unless it is part of a planned media engagement by Twins Trust.
2. Please do use hashtags in your posts to promote Family Crisis Support, Twins Trust and to share your volunteering role. #volunteering #familycrisissupport #twinstrust and linking to the FCS page on the Twins Trust website are all great to help share the wonderful work we do.
3. Ensure that your location sharing is switched off when posting about volunteering so as to not share details of the family's location. Better still, post once you are home and no longer with the family.
4. Please refer any requests for information and support to Twins Trust's website, Twinline number 0800 138 0509 or asktwinline@twinstrust.org.
5. Please do share Twins Trust's social media posts to help spread the Twins Trust message.
6. Ensure that your privacy settings are set to appropriate levels that will protect the content that you are sharing.
7. Ensure personal blogs and accounts have clear disclaimers stating that the views expressed by the author are theirs alone and do not represent the views of Twins Trust.
8. Ensure you are not infringing copyright rules with your posts particularly with images.

9. You are personally responsible for content you publish on social media – be mindful that what you publish will be public for many years.
10. Ensure information published on social media is accurate. If you discover you have made a mistake, change or repost accordingly, and always acknowledge your error.
11. Do not give out any advice to any current or past FCS families via any social media platforms. Families need to be referred to Twins Trust.
12. If you feel even slightly uneasy about something you are about to publish, then the chances are you shouldn't do it. Remember, the information you publish will be visible to other web users for a long time. If in doubt, discuss it with a trusted colleague.

If you have been asked by the Twins Trust communications team to help with promotion of the service through an authorised case study, the communication team will lead on this and create the posts. You can support the service by retweeting/sharing the authorised post when published.

Guidance for personal use

Sometimes the boundaries between work and personal use of social media communities can become blurred. In general volunteers and consultants for Family Crisis Support should act professionally and responsibly to avoid Twins Trust entering into disrepute.

- Ensure that your privacy settings are set to appropriate levels that will protect the content that you are sharing.
- Ensure personal blogs and accounts have clear disclaimers stating that the views expressed by the author are theirs alone and do not represent the views of Twins Trust.
- Ensure that information published on the internet complies with Twins Trust's confidentiality and data protection policies. Any information that is published should be available in the public domain.
- Ensure you are respectful towards Twins Trust, other staff members, supporters, other agencies and partners when posting on social media channels.
- Twins Trust logos must not be used without permission.

Failure to comply with this policy may mean that your participation as a Family Crisis Support volunteer will be stopped.