

# Kehillah North London Social Media Policy

A guide for social media use for Kehillah's channels and for individuals using social media in a personal capacity as a representative of the Kehillah.

This policy will be reviewed on an ongoing basis, at least once a year. Kehillah will amend this policy, following consultations with [add teams or titles] where appropriate.

**This policy is intended for all staff and members of the Management Committee.**

Before engaging in social media activity, you must read this policy, which contains guidance that will help you adhere to our standards.

Date of last review: February 2025

## Introduction

Building an engaged online community can lead to more significant long-term support and involvement from supporters. [Social media guidance from the Charity Commission](#) (September 2023) conveys how social media can be a highly effective way for a charity to engage its audiences and communicate about its work.

### **Social media helps us to:**

- Promote our campaigns
- Share our news and updates with our audiences
- Engage in important conversations with stakeholders
- Celebrate our successes
- Raise awareness of important issues and challenges
- Advertise job and volunteering opportunities
- Support our fundraising activities
- Increase our membership
- Build an online supportive community
- Raise our public profile and strengthen our reputation
- React to quickly changing situations and topics

### **Why do we need a social media policy?**

We want to ensure that we are using social media to represent and reflect Kehillah in the best way possible. It is also important to mitigate risks (such as reputational or legal issues) associated with the use of social media to protect our supporters, staff and members, work and reputation. While we encourage the use of social media to support our communications strategy or plans, we have important standards, outlined in this policy, which we require staff and MC member to observe and adhere to.

### **Responsibilities and breach of policy**

Staff and members who are unsure about whether something they propose to do on social media might breach policies should seek advice from the MC.

## Setting out the social media policy

### **Application**

This policy applies to all social media platforms used by staff and MC members in a professional and personal capacity.

### **Point of contact for social media and authority to post on Kehillah's social media accounts**

Our MC Comms member and the WhatsApp moderator are responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have questions about any aspect of these channels, please speak to them.

### **Which social media channels do we use?**

#### **Kehillah uses the following social media channels:**

- Kehillah.org.uk
- Facebook
- X
- Instagram
- YouTube
- WhatsApp

## **Policy ownership**

The MC members are responsible for authoring and updating this document. The policy must be approved by the MC and reviewed every year, unless a significant change requires the organisation to check the policy before the next review date.

## Rules for use: headlines

### **Code of conduct headlines**

- I will not insult, harass, bully or intimidate individuals or organisations
- I will respond to others' opinions respectfully and professionally
- I will not do anything that breaches my terms of employment/voluntary role
- I will acknowledge and correct mistakes promptly using provided guidance
- I will disclose conflicts of interest where I am able
- I will not knowingly post inaccurate information
- I will link to online references and original source materials directly
- I will be considerate, kind and fair
- I will always ensure my activity does no harm to the organisation or to others
- I will champion Kehillah and its services

## Rules for use:

### **Using Kehillah's social media channels — appropriate conduct**

#### **1. Know our social media guardians**

The MC Comms members and WhatsApp moderator are responsible for setting up and managing Kehillah's social media channels. They have overall ownership of these accounts. They will uphold best practices for channel security with secure passwords that regularly change.

#### **2. Be an ambassador for Kehillah**

Staff and MC members must ensure they reflect Kehillah's values in what they post and use our tone of voice. All posts and comments should be attributed to the charity and not an individual

#### **3. Always pause and think before posting**

When posting from Kehillah's social media accounts, you must not allow your own personal opinions to influence responses. Staff must not reveal their personal opinions via our accounts by 'liking', 'sharing' or 'reposting' as Kehillah, unless it is clear that you are doing so as an individual staff member or volunteer as part of an approach agreed with MC Comms member. If you are in doubt about Kehillah's position on a particular issue, please speak to the MC Comms member.

#### **4. Ensure consistency**

Staff or members must not create or manage any other social media channels, groups or pages on behalf of Kehillah without express permission and guidance from MC Comms member. This is to ensure consistency for users and the appropriate safeguarding and monitoring processes are in place.

#### **5. Remember the bigger picture and focus on the benefit**

Staff and MC members must make sure that all social media content has a purpose and a benefit for Kehillah to further our aims. All content must accurately reflect Kehillah's agreed position.

#### **6. Bring value to our audience(s)**

Those responsible for the management of our social media accounts should answer questions as swiftly as possible to help and engage with our member and supporters.

#### **7. Seek permission to share**

If staff or members outside wish to contribute content for social media on behalf of Kehillah they should obtain guidance and permission from MC Comms member.

## **8. Obtain consent**

Staff and MC members must not post content about other members or partners without their express permission. If staff or members are sharing information about members or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Kehillah. If using interviews, videos or photos that clearly identify a child or young person, staff and members must ensure they have the consent of a parent or guardian before using them on social media.

## **9. Put safety first**

It can be challenging working on social media and there may be times where staff or MC members could be subject to unpleasant or abusive comments directed at Kehillah, our work or people. We encourage everyone who is on social media on behalf of Kehillah to be aware of our safeguarding and wellbeing practices to deal with online abuse and consult with MC Comms team where necessary. It is also vital that Kehillah does not encourage others to risk their personal safety or that of others, to gather materials in pursuit of social media engagement.

## **10. Stick to the law**

Staff and members must not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

## **11. Remain politically neutral**

Kehillah is not associated with any political organisation or have any affiliation with or links to political parties. We can express views where appropriate on policies that impact on our work and members, but it is essential that Kehillah remains, and is seen to be, politically neutral. We cannot endorse a political party or candidate. We must carefully manage the risk that we are perceived to have any party-political bias and should carefully consider any posts which might be perceived as such, for example, posts which talk about individual politicians or parties rather than policies.

## **12. Check facts and be honest**

Staff and members should not automatically assume that material that's shared or included in any post is accurate and should take reasonable steps where necessary to seek verification – for example, by checking data/statistics and being wary of photo manipulation. If you've made a mistake, don't be afraid to admit it. But think first about how to manage any reputational risk by consulting with MC Comms team to craft the response.

## **13. Seek advice for complaints**

If a complaint is made on Kehillah's social media channels, staff and members should seek advice from the MC Comms team before responding. If they are not available, then staff and members should speak to the Co-chairs.

## **14. Know what to do in a crisis**

Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to our reputation. The nature of social media means that complaints are visible and can escalate quickly. The MC Comms team regularly monitors our social media spaces for mentions of Kehillah so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the MC Comms team will do the following:

1. Contact the Chair(s) of the MC as soon as possible.
2. Take screen shots for evidence of any offensive or threatening posts
3. Contact the police or CST if deemed appropriate
4. Act swiftly to shut down Kehillah accounts if considered appropriate
5. Inform any Kehillah staff or members necessary if there is any concern for safety

If any staff or members outside of the MC becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on Kehillah's social media channels or elsewhere, they should speak to the MC immediately. It is the responsibility of all staff and members to report

complaints or comments that could escalate. Only MC Comms team are permitted to amend or delete content in a crisis.

### **15. Handover ownership if your role changes**

You must hand over ownership of the group/page/account you manage to another appropriate staff member (or volunteer) if you change roles or if you leave Kehillah.

### **Use of personal social media accounts — appropriate conduct**

Personal social media use by staff and members can sometimes be attributed to Kehillah or bring other risks for the organisation or individual staff or members. This policy does not intend to inhibit personal use of social media, but instead flags up those areas in which risks or conflicts might arise. Kehillah staff and members are expected to behave appropriately, and in ways that are considerate of Kehillah's values and policies, both online and in real life.

Be aware that any information you make public could affect how people perceive Kehillah. You must make it clear when you are speaking for yourself and not on behalf of Kehillah. If you are using your personal social media accounts to promote and talk about Kehillah's work, you must use a disclaimer such as: "Views are my own" or "The views expressed on this site are my own and don't necessarily represent Kehillah's positions, policies or opinions."

#### **1. Take care when publishing personal views (particularly MC members)**

MC members must take particular care as personal views published may be misunderstood as expressing Kehillah's view.

#### **2. Discuss risks and conflicts of interest**

Staff and MC members who have a personal blog, social media profile or website which indicates in any way that they work at Kehillah should discuss any potential risk or conflicts of interest with the MC. Similarly, staff or MC members who want to start blogging and wish to say that they work for Kehillah should discuss any potential risk or conflicts of interest with the MC.

#### **3. Protect your personal reputation**

Think about your personal reputation as well as the organisation's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be the first to correct your own mistakes. Remember that if you have a public profile your personal social media accounts could be looked at by critics of the organisation, and bear this in mind when posting.

#### **4. Use your common sense and good judgement**

Be aware of your association with Kehillah and ensure your profile and related content is consistent with how you wish to present yourself.

#### **5. Don't approach VIPs directly**

Kehillah works with several high-profile organisations and individuals. Please don't approach high profile people or organisations from your personal social media accounts to ask them to support Kehillah, as this could hinder any potential relationships that are being managed by the MC. This includes asking for reposts about the organisation. If you have any information about high profile people or organisations that have a connection to our cause, or if there is someone who you would like to support the organisation, please speak to the co-chairs to share the details.

#### **6. Refer press enquiries**

If a member is contacted by the press about their social media posts that relate to Kehillah, they should talk to MC Comms team immediately and under no circumstances respond directly.

#### **7. Keep your political activity separate from the organisation**

When representing Kehillah, staff and members are expected to uphold Kehillah's positioning – please see Kehillah's vision statement. Staff and members who are politically active in their spare time need to be clear in separating their personal political identity from Kehillah and understand and avoid potential risks and conflicts of interest.

## **8. Protect your privacy**

Be careful with your privacy online and be cautious when sharing personal information. Remember that a simple 'like' can draw attention to your personal accounts. What you publish is widely accessible and could be around for a long time, so do consider the content, and your privacy, carefully.

## **9. Help us to raise our profile (where appropriate)**

We encourage staff and members to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Kehillah and the work we do. Where appropriate and using the guidelines within this policy (and taking into consideration the information above), we encourage staff and members to do this as it helps users connect to us and raises our profile.

However, if your personal social media account is not otherwise appropriate for our audiences, please do not use it to amplify or promote our work, as to do so brings risks both to you personally and to Kehillah.

## **10. Avoid logos or trademarks**

Never use Kehillah's logos or trademarks unless approved to do so. Permission to use logos must be requested from the MC and any content created must adhere to our guidelines. If permission is granted, content must be approved by MC Comms member before publishing.

## **11. Staying safe online**

Staff and members should be vigilant regarding suspicious content or links and must not reveal personal, confidential or sensitive information about themselves, other staff members, members or supporters of Kehillah. Staff and members should be wary of fake accounts that may claim to be Kehillah and should immediately notify MC Comms.

Further guidelines: using social media in a professional and personal capacity

### **Accessibility**

We endeavour to ensure our social media is as accessible as possible. This includes:

- Using plain English, accessible fonts and avoiding small text sizes
- Using contrasting colours
- Using subtitles where appropriate
- Using alt text for videos and images
- Explaining text contained in an image in the copy that accompanies it

### **Under 18s and vulnerable people**

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming or radicalisation. Where known, when communicating with vulnerable or young people under 18-years-old via social media, staff and members should ensure the online relationship with Kehillah follows the same rules as offline.

Staff and members should be aware that children under the age of 13 should not be encouraged to create their own personal social media accounts or engage with others and are not legally allowed to use social media channels such as Facebook, Instagram or X.

Staff and members should ensure that vulnerable and young people have been made aware of the risks of communicating and sharing information online, and given guidance on security and privacy settings as necessary. Staff and members should also ensure that the site itself is suitable for the vulnerable or young person and Kehillah content and other content is appropriate for them. Please refer to our safeguarding policy.

### **Engaging on emotive topics**

Kehillah may be involved in issues that provoke strong emotions. The emotive content we share via our social media channels can engage our audiences and help us achieve our communications goals. However, it is important to plan appropriately and consider potential reputational risks. For more information, visit [the government resource called charities and social media](#).

### **Related policies, laws and guidance**

- Code of Conduct Policy
- Safeguarding Policy
- Complaints, Compliments and Feedback Policy
- Health & Safety Policy
- The Online Safety Act 2023 has introduced measures to ensure children are protected online.

### **Further external guidance**

- [The Charity Commission guidance for charities on social media](#)
- [The Charity Commission checklist for developing a social media policy](#)
- [National Cyber Security Centre's guidance on social media and how to use it safely](#)
- [National Cyber Security Centre's guidance on protecting your published content](#)
- [The Charity Commission guidance on campaigning and political activity guidance for charities](#)
- [Government guidance on the Online Safety Bill](#)
- [Bates Wells website](#)