



CCC SOCIAL MEDIA POLICY

Across all of our social media channels, we commit to ensuring that we:

- are positive and encouraging in tone
- take an inclusive approach which recognises and celebrates diversity
- protect the privacy and safety of young people
- adhere to the CCC safeguarding policies
- live up to CCC's vision and values

DEFINITIONS

*In this document, the term **vulnerable individual** is used to collectively refer to young people and vulnerable adults.*

Young people: anyone under the age of 18, and any 18-year-old in the current Y13 cohort.

Vulnerable adult: any person over the age of 18 who may have difficulty taking care of themselves or protect themselves from harm. This vulnerability can result from various factors, including age, disability, mental health issues, or social circumstances.

Young people and/or vulnerable adults at CCC: any young people or vulnerable adults who are part of any CCC project. This includes schools work, detached work, and any other group or project that may reasonably be considered to fall under the CCC umbrella.

Youth Team: members of any team working with young people. All members of the youth team must be responsibly recruited and hold a current DBS with CCC.

Open account: Anyone can see what you post, and you do not have to give permission for people to follow your updates. Examples include Twitter and Instagram accounts that are not protected.

Closed account: Only your contacts can see what you post, and you have given permission for them to be part of your network. Examples include Instagram private accounts, Twitter protected accounts, most Facebook accounts, Snapchat and WhatsApp groups.

Following: When one social user subscribes to another social media user's feed. This is the model for Twitter and Instagram. If you have an open account on one of these platforms, people can follow you without you needing to give permission.

Friending: When one social media user has to send a friend request to be able to follow another user's feed. If the friend request is accepted, both users follow each other.



PERSONAL SOCIAL MEDIA ACCOUNTS

As a volunteer, you should not use your personal social media accounts to communicate with any young people or vulnerable adults at CCC¹. If you have an open account (an account which can be viewed by anyone) you have a responsibility to ensure that anything you post or share is appropriate for young people and vulnerable adults. If you have a closed personal account (where only followers and friends can see content you share) you should not accept follower or friend requests from young people or vulnerable adults at CCC.

Regardless of whether you have an open or a closed account, you should not make any friend requests to young people or vulnerable adults at CCC. It may not be appropriate to follow a young person's or vulnerable adult's account, even if it's an open account. If in doubt, talk to the safeguarding team.

Direct Messaging

Many social media platforms include private or direct messaging (DMs) – posts which can only be viewed by the selected individual(s) they are sent to. As a volunteer you should not be involved in any private online conversations with any young person or vulnerable adult at CCC. If you do receive any private correspondence from a young person or vulnerable adult, this must be shared in full with the CCC safeguarding lead. This is both for your safety and the safety of the young person or vulnerable adult.

Images of Young People

Some social media platforms are visually driven (Facebook or Instagram, for example). As a volunteer, you must not post images or photographs of young people or vulnerable adults at CCC to any personal social media accounts.

EMAIL

Some of our volunteering roles may require communication with young people or vulnerable adults via email (sending out rotas or arranging swaps, for example). In these cases, it is good practice to email multiple people at once, rather than having a young person or vulnerable adult as the sole recipient.

If a young person or vulnerable adult responds without including the rest of the email group, and a further response is required, you should either reply to the whole group, or, if this would be inappropriate, you should copy in a second adult to your response (the relevant team leader, the Youth & Children's Lead (if responding to a young person), or one of the safeguarding team).

¹ Unless that young person or vulnerable adult is known to you prior to and outside of your volunteering role (for example, your own children or an elderly neighbour)



PUBLIC SOCIAL MEDIA ACCOUNTS

CCC has a small number of public social media accounts across Facebook and Instagram.

Anything posted on those accounts should:

- be positive and encouraging in tone
- take an inclusive approach which recognises and celebrates diversity
- protect the privacy and safety of young people
- adhere to the CCC safeguarding policies
- live up to CCC's vision and values

Content posted to CCC's social media accounts directly represents the voice of CCC and must always adhere to our social media principles. You should take care not to post anything which could undermine the integrity of CCC, bring the church into disrepute, or break the law. In addition, CCC social media accounts must not post anything political, or that directly or indirectly comments on current affairs, unless approved or requested by the leadership team.

In general, our public social media accounts are **open** accounts. Remember that anyone can see the content of these accounts, including people with no other connection to the church.

All public social media accounts must have at least two unrelated people (i.e., not married, not members of the same family) able to access the accounts.

Our public social media can follow other accounts. This might include other relevant organisations, or **open** accounts linked to young people or vulnerable adults. Following personal accounts should only be reciprocal – we may follow young people or vulnerable adults who follow us, but not those who don't.

ENGAGING WITH VULNERABLE INDIVIDUALS ONLINE

Engagement with young people or vulnerable adults online must adhere to the spirit of CCC's safeguarding policy and our social media principles. Any engagement with young people or vulnerable adults through social media or other forms of electronic communication should be in a public forum and reactive (i.e. conversation initiated by a young person or vulnerable adult).

Children aged 12 and under are generally below the age limit for opening a social media account. We should therefore not engage with any posts from accounts where a young person is thought to be younger than 13.

Commenting, liking and sharing

Where a young person or vulnerable adult has posted about their involvement with the work of CCC from an **open** account, it is acceptable to comment, like, or to share the post in a manner in keeping with CCC's values and social media principles. We should not engage with young people's or vulnerable adults' posts which have no connection to CCC's work, vision or values.



Tagging in posts

We should not tag young people' or vulnerable adults' social media handles (the name under which they choose to post) in anything we post unless permission has been obtained. Young people or vulnerable adults who have a **closed** account should never be tagged.

Private conversations

There is no need to initiate private conversations with young people or vulnerable adults from our public social media accounts. Responding to conversations initiated by young people or vulnerable adults may be appropriate, but should always involve a second adult who is part of a relevant team (for example, a member of the Youth team if the individual is under 18). You should always consider if direct messaging is the best method of communication; if it isn't, you should direct the young person or vulnerable adult to a more suitable method.

Images or photos of vulnerable individuals

We can post images or photos of vulnerable individuals to public social media accounts, whilst adhering to the CCC social media principles and the following guidelines:

- Specific permission to share photos must have been granted for any and all young people or vulnerable adults in the photo.
- Names, or any other identifying features, must not be included in the photo, nor in any accompanying text.
- Young people or vulnerable adults should always be aware when photos are being taken, and always have the right to refuse to have their photo taken. They always have the right to ask that any specific photo not be shared, even if we have a general permission to use their image.
- If there is any doubt, photos should not be shared.

WHATSAPP

WhatsApp is a direct messaging service that employs end-to-end encryption - this means that only people participating in a conversation are able to see it. As WhatsApp accounts are **closed**, volunteers should not be engaging vulnerable individuals in conversation over WhatsApp.

WhatsApp can be used to communicate with groups of young people, within the following guidelines:

- Any group must be part of the 'CCC Youth' community.
- All youth joining a CCC Whatsapp group must be aged 13. Any youth under 13 can join through a parent managed account.
- Parental consent must be provided by the individual's legal guardian.
- There must be at least two unrelated members of the youth team within each group.
- Options allowing members to edit settings should be disabled.
- Options allowing members to add new members should be disabled.



- Disappearing messages should be disabled.

WhatsApp only allows members to see the contact numbers of people already in that member's contact list. This means that contact numbers are not automatically shared with all other members. Should this functionality change in the future, these guidelines will need to be reviewed.

FURTHER INFORMATION

Recommended resources and contacts for further information about safe use of social media:

- The **UK Safer Internet Centre** provides free resources for young people, parents, carers, teachers and other professionals: <https://www.saferinternet.org.uk/>
- The **Child Exploitation and Online Protection Centre** (CEOP). This is the Government body dedicated to eradicating abuse of children. Concerns about inappropriate contacts between a child and an adult, including online, can be reported directly to CEOP: www.ceop.police.uk
- **Childline** (0800 1111 or www.childline.org.uk) is an NSPCC support service where children can talk confidentially to NSPCC advisors about any issues or problems they may be experiencing, either over the phone or online using an instant messenger service.
- The **NSPCC** have a free online safety hotline for any parents with questions about parental controls or concerns about their child's use of social media: 0808 800 5002