

STEYNING DOWNLAND SCHEME

Social Media Policy

Introduction

1. The Steyning Downland Scheme (SDS) has a presence on Facebook, Twitter, YouTube and Instagram. These guidelines should be followed to ensure the SDS promotes a consistent message, which properly reflects our values and priorities.
2. Social Media is an interactive extension of the Steyning Downland Scheme. It is important that it is used, and that all posts accurately reflect what we do and our values (please see Annex 1). Social media is often the first and easiest way for people to learn about us and comment on things we do, share, and applaud our actions — and sometimes, criticize them.

Access

3. Login details for our social media channels will be made available to the Trustees, the SDS steering groups and Project Manager only.

Policy

4. The Trustees, steering groups and the Project Manager are all responsible for sharing brief and to the point information about the SDS, including nature sightings, photographs and write ups of events. Links to longer postings will be put on the SDS website.
5. The SDS social media channels will not be used to respond to negative and/or harassing comments. If members of the public raise genuine issues of concern, they will, if possible, be approached in person to see if the issue can be resolved.
6. Posts will at all times reflect our values and not harm the goodwill or reputation of the SDS or share any disparaging information. SDS social media will not be used to post personal opinions, to promote political views or to criticize other organisations.
7. Photographs of children will not be used without the specific, written permission from their parents / guardians. The surnames of children will not be used in posts at any time.
8. Photographs of adult volunteers and/or members of the public will not be posted without their verbal permission.

9. All social media posts must conform with the SDS Safeguarding Policy.
10. The Project Manager is authorised by the Trustees to immediately remove posts which fail to follow this policy. To ensure accountability, the Project Manager will disclose such posts and the reasons for the decision with the Trustees.
11. This Policy will be reviewed regularly and revised accordingly.

Last published version:
21.08.20

Annex 1: The SDS Values

We are . . .

1. Optimistic

We look for good news, empowering and inspiring people to take responsibility and helping them to believe they can make a difference.

2. Welcoming

We create a fun social environment, building relationships, combating loneliness and promoting physical activity. We work with local people from all cultures, backgrounds and beliefs, welcoming the marginalised, fostering co-operation but encouraging diversity, believing that everyone counts and that we work better together.

3. Progressive

We educate, developing people's skills and training and rewarding outstanding contributions. While we value our past, we're always looking for ways to improve and do our very best.

4. Stewards

We recognise our responsibility and the privilege we have to manage the Steyning Downland for nature and for present and future generations.

5. Philanthropic

We create ways for people to volunteer their time, energy, money and skills for the benefit of the land, its wildlife and each other.

March 2021

6. Accountable

We are honest and open in the way we act and in making our decisions.

7. Reconcilers

We encourage engagement and discussion to solve conflict, looking for common ground, improved understanding and mutual benefit.