



## SOCIAL MEDIA POLICY

### January 2025

#### **Introduction:**

Al-Emaan Centre management recognise that social media offers Al-Emaan Centre an avenue to perform marketing, stay connected with the community we serve and others, and build its profile online. As such Al-Emaan Centre is committed to maintaining a strong online presence through various social media platforms. The Charity also believes its staff should be involved in conversations with other charities/peer groups on social networks. Social media is an excellent way for staff and volunteers to make useful connections, share ideas and shape discussions. The Charity therefore encourages the use of social media to support its goals and objectives.

This policy is designed to guide our members, volunteers, and staff in using social media effectively, responsibly, and in alignment with our values. By following these guidelines, we aim to maintain a positive and trustworthy online presence for Al-Emaan Centre.

#### **Purpose:**

This social media policy serves to:

1. Protect our organization's reputation and brand
2. Ensure consistency in our online communications
3. Promote respectful and ethical online interactions
4. Clarify roles and responsibilities for managing social media accounts

#### **Platforms in use:**

Website <https://al-emaan.org.uk/>

Facebook <https://www.facebook.com/AlEmaanCentre/>

X (Twitter) <https://twitter.com/alemaancentre?lang=en-GB>

Instagram [https://www.instagram.com/al\\_emaan\\_centre/?igshid=YmMyMTA2M2Y%3D](https://www.instagram.com/al_emaan_centre/?igshid=YmMyMTA2M2Y%3D)

YouTube <https://www.youtube.com/channel/UC1aNcFk0jlyPxjV8PsXKUig>

LinkedIn <https://www.linkedin.com/company/al-emaan-centre/>

[https://imasjidlive.co.uk/listen/al\\_emaan\\_centre](https://imasjidlive.co.uk/listen/al_emaan_centre)

We also use Linktr.ee:

[https://linktr.ee/al\\_emaan\\_centre](https://linktr.ee/al_emaan_centre)

## General Guidelines

### 1. Be an ambassador for our brand

- Staff should ensure they reflect Al-Emaan Centre values in what they post and use our tone of voice and brand values

### 2. Purposeful

- Make sure that all social media content has a purpose and a benefit for Al-Emaan Centre, and accurately reflects our agreed position
- Bring value to our audience(s). Answer their questions, help and engage with them
- Take care with the presentation of content. Make sure that there are no typos, misspellings, or grammatical errors. Also check the quality of images

### 2. Authenticity and Transparency

- Use real names and profiles when representing Al-Emaan Centre
- Clearly state your affiliation with our organization when posting about us
- If staff outside of Al-Emaan Centre or members of the community wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Director of Operations about this
  - We shouldn't post content about staff or community members without their express permission. If staff are sharing information about staff and/or community members or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from Al-Emaan Centre. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media. Please read our Safeguarding and Picture Permission policies, available on the website
  - Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation
  - Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it
  - We should refrain from offering personal opinions via Al-Emaan Centre's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Al-Emaan Centre's position on a particular issue, please speak to the Director of Operations
  - Staff should not personally directly or indirectly benefit from our social media platforms, without permission from the Trustees and Director of Operations
  - It is vital that Al-Emaan Centre does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt
  - We should 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
  - If a staff member is contacted by the press about their social media posts that relate to Al-Emaan Centre, they should talk to the Director of Operations immediately and under no circumstances respond directly

### 3. Respect and Tolerance

- Treat all individuals with respect, courtesy, and professionalism
- Avoid engaging in offensive, discriminatory, or inflammatory discussions
- Be thoughtful and polite in posts and interactions
- Respond to comments/questions, where necessary, in an appropriate time

### 4. Confidentiality

- Do not share sensitive or confidential information about the organization, its members, or beneficiaries

## **5. If unsure, don't post it**

- Staff should err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence, or be otherwise unsuitable, they should not post it. Take advice from another member of staff, like the Director of Operations or a Trustee

## **6. Content Quality**

- Ensure that all content shared is accurate, current, and in line with our mission and values
- Use proper grammar and spelling in your posts

## **7. Crisis Management**

- Report any negative or harmful online activity to the Director of Operations or a Trustee
- Do not engage in arguments or disputes online. Redirect inquiries to the Director of Operations or a Trustee

## **8. Copyright and Intellectual Property**

- Give proper attribution when using content created by others
- Respect copyright laws and only use content you have permission to share

### Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

- Be mindful of potential libel

### Libel description

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring Al-Emaan Centre into disrepute by making defamatory comments about individuals or other organisations or groups.

## **9. Endorsements and Sponsorships**

- Clearly disclose any affiliations, sponsorships, or endorsements in accordance with relevant regulations

## **10. Personal vs. Professional**

- Differentiate between personal and organizational social media use
- Avoid sharing personal opinions or representing them as the views of the organization
- Remember that when you post in a personal capacity on your own social media, you may still be seen as a representative of Al-Emaan centre

## **11. Monitoring and managing third party comments**

- Allow third party comments but regulate and check them, disabling and reporting if abusive and or inappropriate. Disable third party comments if felt they are likely to be negative or problematic

## **12. Look out for security threats**

- Staff members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware

## Roles and Responsibilities

### 1. Marketing & Communications Lead:

- Responsible for overseeing and coordinating social media efforts
- Approves content before publishing
- Monitors online discussions and responds as needed
- Must not share login and or confidential info about accounts to others except for Trustees and the Director of Operations

### 2. Authorized Contributors:

- Individuals designated to post on behalf of the organization
- Follow guidelines and seek approval for important updates
- Must not share login and or confidential info about accounts to others except for Trustees and the Director of Operations

## Brand and Reputation

Employees and volunteers should ensure it is clear that their social media accounts **do not represent Al-Emaan Centre's views or opinions**. Staff and volunteers may wish to **include a disclaimer** in their social media profiles/posts: "The views expressed are my own and do not reflect the views of Al-Emaan Centre".

## Protection of Accounts

It is the responsibility of staff and volunteers running Al-Emaan centre's social media accounts to protect the accounts.

- Al-Emaan Centre social media accounts should be **protected by strong passwords** that are changed regularly and shared only with Trustees and the Director of Operations
- Staff or volunteers must not use a new piece of **software, app or service** with any of the Charity's social media accounts without receiving approval from the Director of Operations

## Use of Al-Emaan Centre social media accounts

This part of the policy covers all use of social media accounts owned and run by Al-Emaan Centre.

### Authorised users

- Only people who have been authorised by Trustees and the Director of Operations are to use the Charity's social networking accounts. Allowing only designated people to use the accounts ensures the Charity's social media presence is consistent and cohesive

### Creating social media accounts

- New social media accounts in the Charity's name must not be created unless approved by the Trustees and Director of Operations
- The Charity operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources. If there is a case to be made for opening a new account, employees should raise this with the Trustees and Director of Operations

### Policy Enforcement

Violations of this policy may result in disciplinary action, up to and including revocation of social media access and possibly legal action. If staff or volunteers would like further training in the effective and safe use of social media, they should approach the Director of Operations.

### Review and Updates

This policy will be reviewed periodically to ensure its effectiveness and relevance, with a review at least yearly.

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