

VIOLENCE INTERVENTION PROJECT

SOCIAL MEDIA POLICY

The VIP is publishing the following social media guidelines to enable its employees to confidently use social media. These guidelines cover online postings and conversations - both charity sanctioned as well as personal ones as they relate to the VIP. The lines between professional and personal online interactions can be blurry, and while we encourage you to participate in social media, you should understand and abide by the following DO and DON'ts. Keep in mind that when you are online, you should follow the same principle, ethical standards and confidentiality requirements that apply to the offline world.

Be Smart

Always exercise good judgement and common sense when engaging in online interactions. The truth is that **your online communications are permanent.** And since they can also be shared by other people - whether you like it or not - you should assume they will be "public" in the broadest sense of that word.

When you engage in online conversations you are responsible for what you write. But please keep in mind that if you identify yourself as a VIP employee or the context makes it clear that you are one, what you write can reflect on our charity

Be Careful

If something you're about to publish makes you stop and think, then you probably shouldn't publish it. When in doubt, ask for advice. (if you don't know whom to ask, send an email over to clinton@vip.org.uk)

You shouldn't make comments that may reflect poorly on the VIP, and you should always be sure that what you communicate is in line with our company policy and respects the law



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Be Respect

The online world is full of users and potential social media site visitors as well as clients and associates of the VIP. **Take care not to alienate these groups by irresponsible comments or statements.**

Each social media community has its own culture, etiquette and norms- understand and respect them.

Be Helpful

If someone is looking for information and you know is on either our social media platforms or our website, feel free to direct them back to our sites.

Be careful of back seat driving! **If you aren't a subject matter expert in a particular conversation topic, it's probably best not to jump in.** Pass the conversation on to someone in the charity who can make a valuable contribution

Be Honest

When you're engaging in a conversation about our charity or our industry, identify yourself as an employee of The VIP. **Be honest about who you are and what you do at the VIP.** Use your real name and avoid writing anonymously. Don't misrepresent yourself or your role.

If you make it known that you work for the VIP in your online profiles, keep in mind that people might take what you say as "the company line" When you're stating your own opinion, make that clear. Includes this statement.

"These opinions are my own and not the VIP."