



## SOCIAL MEDIA POLICY

***‘Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear.’  
Ephesians 4:29***

Social media can be a very useful tool, where we can access a wider group of people to engage our world with truth, hope, and the good news of Jesus Christ. How we participate in this should be a practical outworking of our Biblically based values and our gospel witness. Essentially, we should participate online in the same way as we would in any other public forum. Our actions should be consistent with our work and Christian values.

As an organisation we want to promote care for one another and don't wish to limit these opportunities in sharing our views. We are aware that our postings can have a negative or positive effect both relationally and reputationally.

We have put together this policy to clarify our principles of working as regards use of social media and should be read alongside our [Safeguarding policy](#) and code of conduct.

### **Our Expectations and Principles when using social media**

- **Show kindness and respect in what you post** - We are called to love our neighbours as we love ourselves, with the attitude of considering them better and putting them first (Mark 12:31; Phil 2:3-4). We ask that you do not post content that is sexually explicit, hateful, racist, xenophobic, abusive or threatening. Think about whether to share or retweet other peoples' posts as you can imply approval even if this is not stated.
- **Be wise with your influence** - God has placed you in the context of serving him in cross-cultural mission. Those around you will observe your character through what you share. Be thoughtful about what you post and how this will impact the gospel.
- **Respect your host culture** - this is linked to the above point, but be aware of how your post may be culturally interpreted or the effect it may have on ministry locally. Resist the temptation to use Social media as a tool to express discontentment or criticism of local believers, churches, partner organisations or national government.
- **Be aware of your responsibility** - You are accountable for the things you do, say and write. Think before you post, as text, video and images shared can be public and are permanent, even with privacy settings in place. They may continue to exist online even if deleted from your account (retweets, screenshots, caches etc.) If you're not sure, don't post it.
- **Disagree well** - If you have a criticism or critique to make, consider the appropriateness and the tone of this. Whilst there are occasions when disagreements will occur, be mindful how this is expressed. For private and

more personal discussions, it is better to move to a private forum to share your view.

- **Protecting the privacy of others** - Always ask for permission before sharing any information or content that pertains to another person, it is essential to obtain their permission. This includes photos, videos, and personal stories. Always seek explicit consent before sharing any content related to another person.
- **Tag with care** - Avoid tagging people without their consent: Tagging individuals in posts or photos on social media platforms can draw attention to them and make them more visible. Avoid tagging individuals without their explicit consent, as it could compromise their privacy and security.
- **Keeping Confidentiality** - refrain from sharing any confidential or sensitive information about the mission or members of that mission. This includes but is not limited to; personal, medical and financial information, any information that could potentially reputationally damage the mission and or/it's members, any information that may put members of the organisation in danger or harmful situations. Any contact information that isn't publically and freely available online.
- **Respect copyright** - Acknowledge the work of others and credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering amplifying.
- **Protecting children** - All social media interaction between workers, paid or voluntary, and children under 18 should be limited to monitored groups.
- **Live streaming** of events must be clearly advertised in advance and where children are involved permission should be sought in line with the photographic guidelines.

### **UFM's response to concerns**

UFM Worldwide may need to take action if inappropriate or offensive postings are brought to our attention or a complaint is made. Primarily this will be through discussion, but may lead to the request of some posts being deleted.

### **Procedure for reporting improper conduct**

Any safeguarding concerns should be referred to the safeguarding coordinators (Mary Hodson/William Brown) as per the UFM Safeguarding policy. As per this policy, required matters will be investigated and reported to the police or other statutory authorities as appropriate. At no point should any details of the investigation be made publically available, including comment about the investigation, or person(s) involved until all investigations have been carried out in full.

Where the posting is considered a breach of UFM conduct but not necessarily a safeguarding concern, the issue should be reported to a member of the Senior Leadership team of UFM, who will follow the disciplinary and grievance policy.

### **General Online safety Advice**

Online safety is the collective term for safeguarding involving the use of electronic devices and applications to communicate and access the Internet.

- Technology should be used appropriately to protect children and adults at risk

of harm from abuse and exploitation. This may mean adding software to your devices, which provides parental control and family-safe filters, e.g. YouTube restricted mode.

- Encouraging use of technology in an open, rather than private space.
- Educating and talking to your children about the online world with advice and discussion is helpful.
- Obtain appropriate permission before you take photographs and videos of people you are with and particularly if you are intending to share these on social media. It is important that people give consent not just to the photo but also to the method with which you are sharing it.

## **UFM Organisational Commitments**

### **Media Policy**

- **Purpose and Scope** - This policy applies to all photographers and videographers working on behalf of the mission, including photographs and videos taken by the mission's members and staff. The purpose of this policy is to ensure that all photographs and videos taken by the mission are of high quality, legally compliant, and respectful of the subjects being photographed or filmed.
- **Obtaining Consent** - Before taking any photographs or videos, photographers and videographers must obtain written consent from the subjects being photographed or filmed. This includes obtaining consent from any children under the age of 18, their parents, or guardians. The consent form must clearly outline the purpose of the photographs or videos, how they will be used, and who will have access to them.
- **Respectful Photography and Filming** - Photographers and videographers must be respectful of the subjects they are photographing or filming. They should not take photographs or videos that are intrusive or violate the privacy of the subjects. Photographers and videographers should also avoid taking photographs or videos of individuals in vulnerable situations, such as those who are ill or grieving.
- **Photography and Filming at Events** - At events organised by the mission, photographers and videographers should make their presence known and obtain consent from individuals who do not wish to be photographed or filmed. Photographers and videographers should also ensure that their equipment does not interfere with the event.
- **Legal Requirements** - All photographs and videos taken on behalf of the mission must comply with relevant laws and regulations. This includes respecting copyright laws and obtaining permission to use any copyrighted materials in the photographs or videos.
- **Doctoring of Images/Videos** - The mission prohibits the doctoring of images or videos that could misrepresent or distort the subject matter. This includes, but is not limited to, manipulating images or videos to remove or add elements, changing the colours, or adjusting the lighting. Any alterations to images or videos must be disclosed to the mission, and the altered content must not be presented as a factual representation of the original content.

### **Photographic Guidelines**

- We will seek permission before any images are taken or displayed on social media. UFM Worldwide will only use images for the specific purpose for which permission was sought. If the intention is to use an image on the Internet this

will be clearly stated as part of the permission and further consent will be acquired if an image is to be used in a way not originally stated.

- Length of retention of photos should be part of the permission process and stored as per our GDPR policy.
- Photographs that include children will be selected carefully and will endeavour to prevent them from being easily identified.
- Children's full names will not be used on UFM's website (or other forms of social media) in association with their photographs.
- UFM Worldwide will endeavour to use images that reflect diversity of age, ethnicity and gender of the activity.

### **Multi-way Format of communication involving children (e.g. Zoom, Skype)**

Children are considered to be those under the age of 18 years.

- All adults leading the delivery of UFM children's work will have had a DBS check as per the UFM safeguarding policy.
- Explicit consent from parents will have been given prior to the organised event (see Appendix A)
- Where possible, the leader of the session will send out a link ensuring that the meeting is protected with a password. This link will be sent to the parent and not the child.
- Workers should ensure privacy settings are set to the highest levels of security and all communication is only what is relevant to the meeting.
- Ideally, if the child is under 16 years, they should access the group through the parental account. This is the responsibility of the parent.
- Public forums that restrict communication to groups rather than one-to-one will be used where possible.
- The same principles in a physical space should be applied to video conferencing as regards the need to have a supervising adult present at all times. There will be more than one adult virtually present at all meetings. Children remain the responsibility of the supervising adult in their location.
- A Risk assessment will be completed for activities by the UFM worker responsible detailing any changes that occur from common practice.
- Children will not join the meeting until the leaders are present and active (e.g. through use of a waiting room) and the leader will end the meeting to ensure that children are not left to chat without appropriate supervision. The leader will remain the 'host' or alternatively will pass this to another UFM personnel who have had DBS clearance.
- Private chat logs will be turned off. Public chat logs will be monitored.
- If there is only one DBS screened adult present in the meeting, the session will be recorded. Consent will be given as part of parental agreement for this recording. This will be stored securely as per our GDPR policy for up to 3 months, until an independent adult from UFM (DBS cleared) has checked through the recording. They will then delete the file if no concerns are found, but sign a log to keep a record of this.
- If a child needs an individual conversation with UFM personnel, we ask that a parent is present. If a teenager requests this and asks that their parent is not present, the meeting will be recorded with permission. This will be retained for up to 3 months, during which time an independent adult from UFM with DBS clearance will then check through this recording and delete if no concerns, signing a log to confirm this.
- A register will be kept of all children and adults who attend the group.

Policy updated on 05/1/2024

This policy will be reviewed in January 2025

**Appendix A****Consent Form for Multi-way communication****Consent Form for Multi-way Communication****Parent/Carer Agreement**

Name of Group/interaction:

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Name of Parent/Guardian giving permission and mobile number:

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I declare that I have read and understood the UFM Social Media policy and seek to implement it as appropriate.

I agree to:

Name \_\_\_\_\_ DOB: \_\_\_\_\_

Name \_\_\_\_\_ DOB: \_\_\_\_\_

Name \_\_\_\_\_ DOB: \_\_\_\_\_

Name \_\_\_\_\_ DOB: \_\_\_\_\_

being part of this group and I understand that it is my responsibility to ensure that there is a responsible adult present in person during the entirety of the session.

I agree to a recording of this session for safeguarding purposes if only one adult (DBS cleared) is present. This will not be used for any public forum. This will be stored securely as per UFM's GDPR policy for up to 3 months, after which it will be checked and deleted by an independent adult from UFM with DBS clearance.

The private chat function (if on Zoom) will be disabled.

I will share any concerns with the Safeguarding Co-ordinator (Mary Hodson/William Brown) if my child or I feel that there may be a risk of harm.

Please inform us if there are any **medical issues** we should be aware of that might affect your child/children's use of Zoom?

**Appendix B Consent Form for use of images****Consent Form for Use of Images**

Name of Individual giving consent:

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Name and DOB if a child:

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I agree to the use of this image being used for the purposes of:

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This image will not be used for any purpose other than that stated above and I understand that further permission will be sought if alternative use is required.

This image will be stored by UFM Worldwide on their secure computer system and will not be shared other than what is stated above.

This image will be kept on the UFM secure computer system for \_\_\_\_\_ and will then be deleted by UFM. *Please note that images used on social media platforms cannot be routinely deleted.*

Signature of person giving consent:

\_\_\_\_\_ Date: \_\_\_\_\_

Signature of UFM worker requesting consent:

\_\_\_\_\_ Date: \_\_\_\_\_