Social Media, Photography and Film Policy

Policy background

Social media refers to web-based tools and applications that allow users to create, share, and engage with content, including text, images, and videos, as well as connect with others who share similar interests. Examples of social media platforms include Facebook, Twitter, LinkedIn, and Instagram.

The use of social media is integral to effectively communicating Camp Jojo's mission and initiatives. It allows us to engage with our audience, participate in relevant conversations, and raise awareness of Camp Jojo's activities and impact.

Having a social media policy is essential because the line between personal and professional opinions can become blurred on social media platforms, especially when discussing matters related to Camp Jojo. While we encourage the use of social media, we have established standards outlined in this policy that everyone must adhere to. It's important to recognise that content published on social media carries similar obligations to any other form of public communication, such as newspaper articles.

This policy applies to all staff members, volunteers, trustees, and special advisors, regardless of whether they are posting from a Camp Jojo device or personal device. Before engaging in any work-related social media activity, all individuals must familiarise themselves with this policy.

Management of Social Media

Our Operations Manager (Communications) oversees the day-to-day management of our social media channels. Content may only be posted on Camp Jojo's official channels with the express permission of the Operations Manager (Communications).

Camp Jojo utilises the following social media platforms:

Facebook: https://www.facebook.com/TheCampJojo/

Instagram: https://www.instagram.com/_campjojo/

X : https://twitter.com/theCampJojo

YouTube: https://www.youtube.com/channel/UCwHKqv1utWQz2gmdhPXG_-w

These channels are used to share updates with supporters, encourage engagement, and promote Camp Jojo's camps to potential families.

Additionally, a peer support Facebook group allows families to connect and provide support to each other after attending camp. This group is private and cannot be seen or accessed by individuals outside of the group.

Using Camp Jojo's social media channels — appropriate conduct

1. The Operations Manager (Communications) is responsible for setting up and managing Camp Jojo's social media channels. Only those authorised to do so by the relevant Operations Manager can have access to the accounts and post on their behalf. Only the line manager of the Operations Manager can give permission to delete posts.

2. Posts about major projects (particularly where the content is not currently in the public domain) need to be approved by the chair of the communications committee.

3. Our Operations Manager (Communications) responds to comments and posts naming the organisation during their work hours. Outside of these work hours the Chair of trustees will respond to any urgent comments or posts concerning Camp Jojo. If the Chair of trustees is not available this will be delegated to other Trustees.

4. Staff should be an ambassador for our brand and ensure they reflect Camp Jojo values in what they post and use our tone of voice. Our brand guidelines should be always followed. If staff are unsure on the brand guidelines, please raise it with the Communications Committee.

5. Make sure that all social media content has a purpose and a benefit for Camp Jojo, and accurately reflects Camp Jojo's agreed position and is not in violation of any information embargoes such as announcing who has been successful in their family application before the notification day.

6. Bring value to our audience(s). Answer their questions, help and engage with them.

7. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

8. Always put trigger or content warnings on the top of any content that could cause harm to a reader or viewer keeping in mind that we cannot always control who sees our content if it is shared widely.

9. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

10. If staff outside of communications wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Communications Committee about this.

11. Staff shouldn't post content about supporters or service users without their express permission. If staff use content from supporters, families, volunteers or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from Camp Jojo. 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.

12. 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 and content generated by artificial intelligence.

13. 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.

14. Staff should refrain from offering personal opinions via Camp Jojo's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Camp Jojo's position on a particular issue, please speak to your line manager.

15. It is vital that Camp Jojo does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

16. Staff 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.

17. Staff should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of Camp Jojo. This could confuse messaging and brand awareness. By having official social media accounts in place, the Communications Committee can ensure consistency of the brand and focus on building a strong following.

18. Camp Jojo is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

19. If a complaint is made on Camp Jojo's social media channels, staff should seek advice from the trustees before responding. If they are not available, then staff should speak to the chair of trustees. The Complaints Policy should be followed in dealing with the complaint.

20. Sometimes issues can arise on social media which can escalate into a crisis because they are sensitive or risk serious damage to the charity's reputation. Examples might include but are not limited to: a post about a perceived serious incident at camp, inappropriate posts by rejected families or volunteer applicants. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

21. The Operations Manager (Communications) monitors our social media spaces for mentions of Camp Jojo so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, it should be escalated to the trustees and the business continuity plan should be followed including the approval of social media posts in this crisis period.

22. If any staff read or receive abusive comments on social media due to their work with Camp Jojo they should report it to the line manager who is responsible for providing any necessary support and actions needed. If this is persistent the line manager will escalate to the trustee responsible for HR.

23. If any staff outside of communications become aware of any comments online that they think have the potential to escalate into a crisis, whether on Camp Jojo's social media channels or elsewhere, they should speak to the Operations Manager (Communications) immediately.

Photography and filming

Within the social media policy is specific policy around photography and filming. Camp Jojo wants to:

- protect children and young people who take part in Camp Jojo's services, events and activities, specifically those where photographs and videos may be taken.
- set out the overarching principles that guide our approach to photographs/videos being taken of children and young people during our events and activities.
- ensure that we operate in line with our values and within the law when creating, using and sharing images of children and young people This policy statement applies to all volunteers and other adults associated with Camp Jojo.

1) Legal framework

This policy has been drawn up based on legislation, policy and guidance that seeks to protect children in England. Summaries of key legislation and guidance is available on:

- online abuse learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse
- child protection learning.nspcc.org.uk/child-protection-system

2) We believe that

- children and young people should never experience abuse of any kind.
- We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

3) We recognise that

- the welfare of the children and young people taking part in our activities is paramount.
- children and their parents/carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex, or sexual orientation.
- consent to take images of children is only meaningful when the children and their parents/carers understand the potential risks associated with the use and distribution of these images.
- There are potential risks associated with sharing images of children online.
- Always asking for written consent from parents or carers before taking and using a child's or an adult's image.
- Changing the names of children whose images are being used in our published material, including our website, whenever possible (and only using first names if we do need to identify them). Name badges will be blanked out from any published material. It is the responsibility of the photographer to do this before submitting their work to us.
- Never publishing personal information about individual children
- Making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- Reducing the risk of images being copied and used inappropriately by only using images of children in appropriate clothing (including safety wear if necessary), avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
- Using images that positively reflect young people's involvement in the activity. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.

Photography and/or filming for personal use

When children themselves, parents/carers, are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the photography consent forms which parents sign and announce details of our photography policy before the start of the event.

This includes:

- Instructing volunteers that they should not take any photographs or film of any family members while at camp unless using the designated camp camera for that family which has been provided to that volunteer, following the Camera Use protocol. Also, volunteers should not post any images of families on social media or transfer images from the designated camp camera.
- Recommending that parents check the privacy settings of their social media account to understand who else will be able to view any images they share
- Reminding children, parents, and carers who they can talk to if they have any concerns about images being shared (Safeguarding lead).

Hired or volunteer photographers

The policy below also applies to videographers.

If we hire a photographer for one of our events (in a paid or volunteering role), we will seek to keep children and young people safe by:

- Providing the photographer with a clear brief about appropriate content and behaviour and ensuring that they have read and signed an agreement to abide by this policy.
- Ensuring the photographer has been DBS checked, if appropriate, and wears identification at all times.
- Informing children and parents/carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared.
- Not allowing the photographer to have unsupervised access to children.
- Reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

Storing images

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law. We will keep electronic images in a protected folder with restricted access for a maximum of three years. We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones. Images on our website will be removed after three years.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Camp Jojo staff are expected to behave appropriately, and in ways that are consistent with Camp Jojo's values and policies, both online and in real life.

1. Staff who have a personal blog or website which indicates in any way that they work at Camp Jojo should discuss any potential conflicts of interest with their line manager. Similarly, staff who want to start blogging and wish to say that they work for Camp Jojo should discuss any potential conflicts of interest with their line manager.

2. Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing Camp Jojo's view.

3. Use common sense and good judgement. Be aware of your association with Camp Jojo and ensure your profile and related content is consistent with how you wish to present yourself to the *general public, volunteers, staff and partners and funders.*

4. Camp Jojo could work with several high-profile people and organisations, including *celebrities, journalists, politicians and major donors.* Please don't approach high profile people or organisations from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by other staff/trustees. This includes asking for retweets/shares about the charity. If you have any information about high profile people that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to your line manager to share the details.

5. If a staff member is contacted by the press about their social media posts that relate to Camp Jojo, they should talk to their line manager immediately and under no circumstances respond directly.

6. Camp Jojo is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Camp Jojo, staff are expected to hold Camp Jojo's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Camp Jojo and understand and avoid potential conflicts of interest.
7. Never use Camp Jojo's logos unless approved to do so. Permission to use logos should be requested from the Communications Committee.

8. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites in your role, it is important that you do so safely. You can find more information on your responsibilities when using computer systems in your role at Camp Jojo in our Cybersecurity Guidelines.

9. Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

10. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Camp Jojo and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Operations Manager (Communications) who will respond as appropriate.

Review date

This document was last reviewed on: 4th July 2024 and was approved at the Board Meeting on 04 July 2024

Next review due on:3rd July 2025

Appendix - Posting on social media in an accessible manner

Many of the people that Camp Jojo interacts with via social media due to the nature of our work have disabilities or complex needs. In order to include these people in our messaging it is vital that we communicate in an accessible manner recognising that everyone has different needs. This is particularly important for situations where the content is static and shared in a 'one-way' manner or when people are unable to request assistance or if this is impractical. The guidelines below should be read alongside the [WCAG 2.2 (Web Content Accessibility Guidelines 2.2)](#)

Readability

- Stick to a maximum 25 words per sentence and avoid large chunks of text
- Simplify your message and [use free online readability testing tools](#) to quickly test the readability of your content (aiming for an average reading age of 9 years old)
- Use line breaks to create space in your social posts – spreading out your copy and making it clearer to read
- Avoid using bold, italicised or capitalised text in posts as they make things more difficult to read
- Avoid using non-standard symbols (for example mathematical symbols) in posts, as these can confuse screen reading software.
- Emojis
- Never use emojis to communicate a core message – the 'official' meaning of an emoji may not match with what you are trying to convey
- Limit emojis to 2 or 3 per post
- Do not repeat the same emoji more than once (for example multiple thumbs up one after another)
- Most text-to-speech and screen reader software will read out emoji descriptions that are included in your standard alt text.

Hashtags

- Limit hashtags to 2 per post
- Feature hashtags at the end of the post so as not to disrupt the flow
- Use capital letters at the start of each word.

Links

- Use full links and avoid shortened versions (for example bit.ly links) – the majority of social media platforms do not count links towards your character count, and compress them for you automatically
- Ensure calls to action provide a clear onward journey for example. 'Read guidance on applying for a driving licence + link'. Links that say 'click here' or 'read more' without any additional context are particularly bad for screen reader users.
- Limit links to one per post as people who navigate via keyboard shortcuts often find it frustrating to navigate to multiple links

Colour

- Don't use colour to convey a key message in isolation (for example to describe an action)
- Don't use only use colour to distinguish between information in charts and tables. Be sure to publish the data too and consider also adding symbols to aid understanding.
- Avoid pale colours on pale or white backgrounds (and dark colours on dark backgrounds)
- Low contrast is difficult for many people to read. Use a [WebAim colour contrast checker](#) or this [Colour Contract Checker](#) to check the contrast between your background, text and other components – it should have a minimum ratio of 4:5:1
- Whenever possible use colour-blind friendly colour palettes using shades of two hues avoiding combinations of red and green.
- Think about using a smaller colour palette or check intersecting colours individually when using more than 3.
- Gradients can be confusing or distracting – use block colours instead.
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Audio

- Whenever audio is shared as part of a video or as a podcast etc, always provide captions to the video or a transcript.

Fonts

- Avoid using bold, italicised or complex fonts which can be difficult to read.
- Do not use small font sizes to try to crowd content onto social media graphics as a solution to too much copy. Instead, challenge the brief to see whether the information and message can be simplified.
- Minimise use of text in graphics using standard best practice for font size and alignment
- Do not justify text – ensure text is left-aligned, in line and make things clearer for people with cognitive disabilities