

# Authorised Use of BSCB Official Social Media Accounts

**2017**

## **1. Introduction**

- 1.1 Authorised safeguarding partners are required to comply with this Policy, Personal Use of Social Media Guidelines and Standard Operating Procedures (SOP's) for their particular role.

## **2. Creating an Authorised Account**

- 2.1 If a safeguarding partner wishes to become an authorised user and open a new authorised account, they must first produce a brief business case to demonstrate how it will support and enhance the strategic objectives of the Bromley Safeguarding Children's Board and further the aims of their particular role or function.
- 2.2 The BSCB will make a decision on whether the new account can be approved or if further consultation with the relevant party is required.
- 2.3 Individual authorised accounts should be set up with your job title and name and, where appropriate, the role should be highlighted in the biography section.
- 2.4 Profile pictures will be included and should be a head and shoulders image.
- 2.5 Safeguarding partners will be encouraged to become accredited authorised users of @bromleyscb rather than creating new individual professional accounts.
- 2.6 This approach is designed to ensure resilience around the times that staff are off shift and not in work or move on from a particular role.

## **3. Accreditation of an Authorised User**

- 3.1 All Authorised Users must be trained and certified. Certification must be renewed every three years.
- 3.2 A user will only be authorised when they have passed the accreditation test and been listed (designated in a specific role) by the BSCB.

3.3 Authorised Users represent the Board and therefore every message, tweet, update or upload must be consistent with the values and behaviours expected in any other form of personal or written engagement with the public.

## **4. Look and feel – Tone, Brand and Voice**

4.1 In most cases a conversational, relaxed and approachable tone works best in social media. Avoiding jargon and acronyms is recommended, don't be afraid to inject personality but remember you are speaking in public, to the public and on behalf of the BSCB.

4.2 Getting the balance right can be difficult. The best approach is to be yourself, a professional safeguarding partner.

4.3 Don't tweet about personal issues – no one wants to know what you had for lunch – but tweet if you're having a public meeting in a town hall, leisure centre or coffee shop.

4.4 Content should be relevant, concise and to the point. This is especially important on sites with limited character input, such as Twitter. The short sentences necessary in this medium can appear sharp and rude if you haven't properly considered your message - so always pause and think about language and punctuation.

4.5 When sharing a Facebook update via Twitter remember that fewer characters (89) will be seen on the tweet.

**WRITE IT, READ IT, THINK ABOUT IT AND ONLY PRESS SEND OR  
UPLOAD IF YOU THINK YOU HAVE THE BALANCE RIGHT.**

## 5. Copyright

- 5.1 Bromley Safeguarding Children's Board **logos, images and bespoke signage** will be copyrighted to protect the brand, ownership of the image or design and critically to provide a means of redress if anyone masquerades as a BSCB account.
- 5.2 **BSCB logos and branding** must be used on all corporate accounts. This reassures those who like your page and followers that they are engaged with the actual BSCB.
- 5.3 When circulating photographs that are not the sole property of BSCB, you must ensure that you are not in breach of copyright.