

Social Media Policy

Social Media is a powerful tool to share the work of Wishing Well Music for Health with a wider audience. We would love to see our trustees, employees and musicians actively sharing Wishing Well's work on social media, but it is important we do so safely - to protect both the Wishing Well and the children, young people and vulnerable adults we work with. Confidentiality, consent and safeguarding remain paramount concerns.

1. About this policy

1.1 This policy is in place to minimise the risks social media could bring to both our organisation and the people we work with including children, young people, vulnerable adults, families and carers, hospital staff as well as the Wishing Well team.

1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Instagram, Tumblr and all other social networking sites, internet postings and blogs. It applies to the use of social media for organisational purposes as well as personal use that may affect our organisation in any way.

1.3 This policy is for our trustees, employees and freelance musicians as well as anybody we recruit on a freelance basis to help us deliver our work (for example to carry our communications, fundraising, finance or research activities). For brevity, described throughout as 'trustees, employees and musicians'.

1.4 This policy does not form part of any employee contract of employment and we may amend it without notice at any time.

2. Personnel responsible for implementing the policy

2.1 Our board has overall responsibility for the effective operation of this policy but has delegated day-to-day responsibility for its operation to the CEO. The CEO is supported by a communications consultant who is responsible for setting up and managing the day-to-day publishing, monitoring and management of our social media channels. **No other trustee, staff member or contractor can post content on Wishing Well official channels without the permission of the CEO.**

2.2 Wishing Well trustees, employees and musicians should all be operating within the boundaries of this policy. **We request everyone to take the time to read and understand this policy.** Any misuse of social media should be reported to the CEO, Jo White, (jo@wishingwell.org.uk) or the Chair of Trustees, Olivia Doyle (oliviamcd@gmail.com) in line with the Complaints Policy.

3. Compliance with related policies and agreements

3.1 Social media should never be used in a way that breaches any of our other policies. It is particularly important that use of social media aligns with all other Wishing Well policies particularly Confidentiality, Data Protection, Equality and Diversity and Safeguarding.

3.2 Trustees, staff and musicians who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

4. Prohibited use

4.1 Do not make any social media communications that could damage Wishing Well organisational interests or reputation, even indirectly.

4.2 Do not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

5. Guidelines for responsible use of social media

5.1 The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to Wishing Well's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe.

5.2 Please remember when you are posting about Wishing Well, that you are an ambassador for Wishing Well brand and values, which are:

- We believe in the innate musicality of all people. Our trained hospital musicians empower patients, families and carers to tap into (and express) their own musicality
- We are playful. We bring moments of joy and levity to hospital wards, transforming clinical spaces to cultural places
- We drive connections: Our music making creates connections between musicians, patients, healthcare staff and families
- We see the person. In all their diversity, we celebrate the person, not the patient, shining a light on their strengths, life stories, creativity and right to musical expression.
- We are team-players: We work alongside healthcare professionals to bring music making to where it is most needed and can have the greatest impact.
- We cherish our musicians. We empower them to make a difference to people's lives, ensuring they personally and professionally benefit from their practice.



5.3 Please do not post any content from healthcare settings - even if it looks as though patients are not present or are anonymous - without first getting sign-off from the CEO. This is to ensure it complies with Safeguarding Policy.

5.4 If you are posting/commenting on Wishing Well social media channels - or posting on their own channels about Wishing Well - please refrain from offering personal opinions or anything that could harm Wishing Well's reputation or partnerships.

5.5 Social media posts are checked regularly and concerns are reported to the CEO immediately. We will immediately take down any comments/posts that do not align with our charity's values. We do not tolerate hate speech of any kind. If a member of the public wants to make a complaint they can do so by following our complaints policy [here](#).

6. Use of Personal Social Media Accounts

6.1 This policy does not intend to inhibit your personal use of social media but instead flags up those areas in which conflicts might arise. We expect trustees, staff and musicians to behave appropriately, and in ways that are consistent with Wishing Well's values and policies, both online and in real life.

6.2 Be aware that any information you make public could affect how people perceive Wishing Well. You must make it clear when you are speaking for yourself and not on behalf of Wishing Well. If you are using your personal social media accounts to promote and talk about Wishing Well, you must use a disclaimer such as: The views expressed on this site are my own and do not necessarily represent Wishing Well's positions, policies or opinions. Avoid tagging or naming Wishing Well in anything political or controversial, for example about the state of the NHS.

6.3 If you have a personal blog or website that indicates you work at or with Wishing Well, please discuss any potential conflicts of interest with the CEO. Similarly, staff who want to start blogging and wish to say that they work at or with Wishing Well should discuss any potential conflicts of interest with the CEO.

6.4 Always protect yourself and Wishing Well. Be careful with your own 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 at work, it is important that you do so safely.

6.5 Please share our posts. When online in a personal capacity, you might also see opportunities to comment on or support Wishing Well 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.

Policy Adopted 11th January 2024