



## **Communications Safeguarding Policy of Kinetika Bloco**

Chief Executive Officer (CEO): Tamzyn French  
Communications Assistant (CA): Khush Quiney

### **1. Introduction**

Kinetika Bloco works with children and young people as part of its activities. These include: running half term projects, workshops and after school sessions.

At these sessions we encourage young people not to photograph or video anyone else unless a staff member has given permission to do so. Staff members responsible for capturing and uploading content **must be aware of young people who have not granted permission to be online.**

#### **The purpose of this policy statement is to:**

- ensure the safety and wellbeing of children and young people is paramount when adults, young people or children are using the internet, social media or mobile devices
- provide staff and volunteers with the overarching principles that guide our approach to online safety
- ensure that, as an organisation, we operate in line with our values and within the law in terms of how we use online devices

**The policy statement applies to all staff, volunteers, children and young people and anyone involved in Kinetika Bloco's activities.**

#### **We believe that:**

- children and young people should never experience abuse of any kind
- children should be able to use the internet for education and personal development, but safeguards need to be in place to ensure they are kept safe at all times.

#### **We recognize that:**

- the online world provides everyone with many opportunities; however it can also present risks and challenges
- we have a duty to ensure that all children, young people and adults involved in our organisation are protected from potential harm online
- we have a responsibility to help keep children and young people safe online, whether or not they are using Kinetika Bloco's network and devices
- working in partnership with children, young people, their parents, carers and other agencies is essential in promoting young people's welfare and in helping young people to be responsible in their approach to online safety
- all children, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation, have the right to equal protection from all types of harm or abuse.

## 2. Legal Framework

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

- [online abuse](#)
- [bullying](#)
- [child protection](#)

### Find out more about:

- [safeguarding children who come from Black, Asian and minoritised ethnic communities](#)
- [safeguarding d/Deaf and disabled children and young people](#)
- [safeguarding LGBTQ+ children and young people](#)
- [safeguarding children with special educational needs and disabilities \(SEND\)](#)

## 3. Keeping young people safe online

- A safeguarding lead will be appointed to coordinate online safety for each project
- Clear and specific directions for staff and volunteers on how to behave online will be provided through our safeguarding policy training
- Supporting and encouraging the young people using our service to use the internet, social media and mobile phones in a way that keeps them safe and shows respect for others
- Supporting and encouraging parents and carers to do what they can to keep their children safe online by sharing online safety guidance resources – (newsletter)
- Developing clear and robust procedures guided by our safeguarding policy and code of conduct to enable us to respond appropriately to any incidents of inappropriate online behaviour, whether by an adult or a child or young person
- Ensuring personal information about the adults and children who are involved in our organisation is held securely and shared only as appropriate
- Avoid posting 'identifiers' including school uniform

- Ensuring that images of children, young people and families are used only for the purpose for which consent has been given

## 4. What we expect of staff

- Staff should be aware of this policy and behave in accordance with it
- Staff should seek the advice of the designated safeguarding lead if they have any concerns about the use of the internet or social media
- Staff should communicate any messages they wish to send out to children to the designated staff responsible for the organisation's online presence
- If staff are interacting with young people from personal accounts on social media, they must maintain the same professional boundaries online as they would in person
- Staff should make sure any content posted on public personal accounts is accurate and appropriate, as children may 'follow' them on social media
- Rather than communicating with parents through personal social media accounts, staff should choose a more formal means of communication, such as face-to-face, in an email or in writing, or use an organisational account or website
- Staff should avoid where possible communicating with children via email or organisational social media outside of our work hours.
- Emails or messages should maintain the organisations tone and be written in a professional manner, e.g. in the same way you would communicate with fellow professionals, avoiding kisses (X's) or inappropriate language
- Staff should not delete any messages or communications sent to or from organisational accounts except within the timeframe of our GDPR retention policy
- Staff should undertake all online safety training offered and gain a basic knowledge of the platforms children use and how to report or remove inappropriate content online
- Any concerns reported through social media should be dealt with in the same way as a face-to-face disclosure, according to our safeguarding policy
- Any delivery of activities to children via video conferencing platforms will be supported by an additional member of staff (even if they're not actively delivering) to ensure transparency



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

## **5. Using Kinetika Bloco's social media channels – appropriate conduct**

- The CEO and CA are responsible for setting up and managing Kinetika Bloco's social media channels. Only those authorised to do so by the CEO will have access to these accounts.
- Responsible staff should ensure that user names, logins, email accounts and passwords are used effectively
- If staff (and young people) outside of Kinetika Bloco's communications team wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the CA and CEO about this

## **6. Organisational interactions and posting guidelines**

- Be an ambassador for our brand. Staff should ensure they reflect Kinetika Bloco's values in what they post and use our tone of voice. Our brand guidelines set out our tone of voice that all staff should refer to when posting content on Kinetika Bloco's social media channels
- Make sure that all social media content has a purpose and a benefit for Bloco, promoting positive representation of youth in London and accurately reflects Bloco's agreed position
- Kinetika Bloco is a youth organisation made up of people from all backgrounds and beliefs. We do not post content that is political, religious or borderline unless it is expressed via creative outlet on one of our projects. If you are unsure about our stance on a matter, please discuss with CEO or CA
- If 'retweeting'/'reposting' and 'liking' content from outside of our organisation, ensure that it is in line with our values and has a purpose and benefit for the young people that we work with. If someone we follow is posting inappropriate content (including sexual, illegal, prejudice, violent or abusive) consistently we will unfollow them
- Bring value to our audience. Answer their questions, help and engage with them
- Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate

- If you have access to Kinetika Bloco's social media, be careful to switch accounts when using your personal platforms
- If you think you have used the Kinetika Bloco account in an inappropriate way, please get in touch with the CEO or CA
- We should only engage (follow back, tag, like, comment, reshare, etc) with young people's social media accounts if they are over 16 and the purpose of their social media accounts are related to the work of Kinetika Bloco

## Summary

Remember when posting...

- If you're not sure you should post it, then don't
- Make sure that you are clear about which account you are posting on
- Avoid online arguments
- What goes on the internet stays on the internet
- Be nice and have fun
- Be kind
- Respect Kinetika Bloco's Values
- Post cautiously

Make connections, respect others and represent the company professionally above all else

## In the case of...

- If a complaint is made on Kinetika Bloco's social media channels, staff should seek advice from the CEO before responding. If they are not available, then staff should speak to the CA or a senior office staff member
- Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the Kinetika Bloco's reputation. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.
- The CEO and CA regularly monitors our social media spaces for mentions of Kinetika Bloco we can catch any issues or problems early and take action
- If any staff outside of the office team become aware of any comments online that they think have the potential to escalate into a crisis, whether on Kinetika Bloco's social media channels or elsewhere, they should speak to the CEO or CA immediately

## 7. References

Charity Comms (2017). *Social Media Policy Template*. [online] Live.com. Available at:

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