



The NETWORK Code of Ethics is the fundamental point of reference and lens through which the Network's suite of policies should be viewed. The intent of all policies of the NETWORK is to utilise language which aligns with the trauma lens, vision and values; safe, person-centred, kind, collaborative and empowered. As a learning space the network is committed to the ongoing development and improvement of our work to ensure that this is the case. Policies are regularly reviewed and membership feedback is welcomed as part of this process.

Social Media Policy

INTRODUCTION

This policy governs the publication of and commentary on social media by Directors and Co-ordinators of The Trauma Informed Plymouth Network (The Network). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, X (formally known as Twitter), Instagram, and YouTube.

This policy applies to all uses of The Trauma Informed Plymouth Network. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary.

STATEMENT OF INTENT

We will:

- Use our social media platforms to engage with and promote the work and engagement of the network to the membership, including new and existing members and partners.
- Recognise an individual's right to freedom of expression and while there is no specific regulation of social media, we will follow existing laws; criminal, defamation, employment and GDPR.

RESPONSIBILITIES

The Trauma Informed Plymouth Network CIC directors ensure that the organisation has in place the policies that are needed for the safe and effective functioning of the organisation, and that they meet statutory requirements. They review annually those policies that are relevant to their role and function and delegate the implementation of policies to the network co-ordinators.

The Board of Directors has overall responsibility for the implementation and review of this policy. The Trauma Informed Plymouth Network co-ordinators and branch leads



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are responsible for the implementation of this policy within their area of responsibility. All members are required to adhere to the policy in relation to the network.

Setting up Social Media

THE NETWORK Co-ordinators are responsible for setting up authorised social media on behalf of THE NETWORK

Do Not Publish Confidential Information

It is perfectly acceptable to talk about your work and have a dialogue with the community, but it is not okay to publish confidential information. Confidential information includes things such as unpublished details about the Network, details of current projects, financial information, research, and any confidential information. We must also respect the wishes of our members regarding the confidentiality of current projects.

Be Honest

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you represent the Trauma Informed Plymouth Network work. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also, be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and do not disclose personal details. Personal accounts should include a statement to reflect that 'the views represented are personal and do not necessarily reflect those of THE NETWORK'.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including The Trauma Informed Plymouth Network's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it. You should not use others' photographs without reference and/or permission.



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Respect your audience, The Trauma Informed Plymouth Network, its membership and partners.

The public in general, and The Trauma Informed Plymouth Network members and partners, reflect a diverse set of customs, values, and points of view. Do not say anything contradictory or in conflict with The Trauma Informed Plymouth Network's Vision and Values. Do not be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion.

Protect The Trauma Informed Plymouth Network members and partners.

Members and partners should not be cited or obviously referenced without their approval. Never identify a member or partner by name without permission and never discuss confidential details of their engagement with THE NETWORK. You should seek permission from a member or partner before case studies are publicly used either online or for any printed material.

Controversial Issues

If you see misrepresentations made about The Trauma Informed Plymouth Network in the media, inform the Network co-ordinators initially who will decide on the appropriate action to take with the support of the Board of Directors. If you write or speak about controversial issues, make sure what you are saying is factually correct.

Be the first to respond to your own mistakes

If you make an error, be up front about your mistake, inform the Network co-ordinators or directors (if the error has been made by a co-ordinator) and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), inform the Network directors immediately so they can deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Think about consequences

It is very easy to quickly write something on social media, always re-read what you write and think of the consequences of what you have written before posting it.



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Social Media Tips

- Quality matters.
- Use a spell-checker.
- If you are not design-oriented, ask someone who is whether your social media content is of quality and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed.
- If in doubt over a post or if something does not feel right, ask someone else to look at it first.

Your Own Personal Social Media

Under no circumstance should personal social media channels be used for matters relating to your work with The Trauma Informed Plymouth Network or matters relating to sickness or human resources. Posts relating to THE NETWORK activity should only be posted through the established THE NETWORK accounts via those with admin rights.

If there is evidence of personal social media being used inappropriately (see above) with reference to Network colleagues or other activities of The Trauma Informed Plymouth Network, this may lead to an enquiry aimed at reflection and learning but could also result in remedial action, and ultimately could result in their relationship with the Network being concluded, as per the Code of Ethics.

Signed: Agreed by the Network Board of Directors, August 2024.

Review schedule annually.