

Social Media Policy

Policy Statement

At the FutureSense Foundation we believe in open communication and encourage a diversity of perspectives with people telling the world about their work and share their passion through any form of social media.

In promoting this the Foundation acknowledges its responsibility to safeguard individuals against misleading representations and the upholding of individuals' rights to privacy and to be anonymous.

The Foundation has zero tolerance for exploitation, racism, bigotry, misogyny, expressed or implied threats of harassment or promotion of speech that is derogatory towards others.

This policy refers to any external communication (written, visual, audio) using social media and mass communication platforms. Ensuring a high commitment to protection, safeguarding, and the privacy of children, vulnerable adults and individuals engaged by FutureSense.

Who policy applies to

This policy applies to all FutureSense staff, interns, volunteers, programme participants, contractors, consultants, trustees, advisors, visitors, and partner organizations, who are all required to read, understand, and adhere to this policy and must sign a Code of Conduct or contract formally acknowledging it. Anyone witnessing policy violations is required to report this in line with our safeguarding and whistleblowing policies

Policy Aim

The aim of this policy is to:

- Ensure the protection, safeguarding and privacy of all children, vulnerable adults and individuals engaged by FutureSense.
- To provide clear social media guidelines and boundaries in relation to private accounts and social media interactions
- To ensure all FutureSense representatives are capturing and are sharing media content in line with organizational principles and safeguarding standards.

1. Child Safeguarding

- We ensure everyone engaged with our programmes are aware of our policies, their rights and responsibilities, and acknowledge our responsibility to ensure our partners uphold this standard.
- Children and their appointed guardians/caregivers must be asked for permission before taking photos of a child or engaging them in an interview with, except in exceptional circumstances
- Children and their appointed guardians/caregivers must be asked for permission before any content or photographs of a child are used publicly. When asking for consent to use the image, details shall be given as to how the content will be used.
- Children must be adequately clothed and not in poses that could be seen as sexually suggestive.
- Photos, videos, or other content shall not present children in a vulnerable or submissive manner.
- There shall be no identifying information of the child used in external communication or social media to ensure they cannot be identified or traced.
- Care must be taken when interviewing a child to ensure a safe environment for the child. No leading questions shall be asked or promises of rewards in exchange for the interview shall be made.
- No FutureSense representative will connect with children on any social media platforms unless for educational purposes and supervised by a safeguarding lead.
- No FutureSense representative will post any content taken of children during FutureSense Programmes on their personal social media platforms

2. Professional & Ethical Conduct

- Respect copyright – if it's not yours, don't use it.
- No content shall be taken out of context, edited, or translated in a misleading manner.
- All content must be screened, with any content breaching minimum standard being destroyed immediately
- Individuals that have access to sensitive or confidential information are required to maintain its confidentiality and not share it in external communication or on social media.
- All FutureSense representatives are required to behave in accordance with all FutureSense policies in any external and social media communication. Including communication made as a private individual.
- All FutureSense representatives shall maintain professional standards of language and etiquette when using social media.
- All FutureSense representatives shall respect multi-national and multi-ethnic audiences and show proper consideration for others privacy and the potential impact of their message.
- All FutureSense representatives recognize their personal responsibility for the accuracy, legal standing, and consequences (intentional or otherwise) of what is shared on social media.

Failure to comply with this policy may be subject to disciplinary actions.

Policy Review - annually, or in the case of a substantiated claim of abuse or misconduct.