



# Bookmark

Social media guidance (volunteers)

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### Introduction

Bookmark recognises that the internet provides unique opportunities to participate in interactive discussions and share information, through social media networks such as Facebook, Instagram, Twitter and blogs.

As a Bookmark volunteer or supporter, you're in a unique position to use these networks to make a difference to the work we do. By connecting with each other, sharing positive messages about Bookmark and your volunteering experiences, and helping with fundraising, you can help us to reach a wider audience.

Social media is a positive way to share our mission to help every child to read, but we ask that all volunteers posting about their experiences read and follow the following guidance, to protect our community and the children we support.



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### 1. Bookmark platforms

- 1.1 Bookmark has an active presence on [Facebook](#), [LinkedIn](#), [Instagram](#), [Twitter](#) and [TikTok](#). Connecting with us on these networks is a great way to stay up to date and share our official messages.
- 1.2 New social media accounts in the Charity's name must not be created by anyone other than personnel authorised by Bookmark.
- 1.3 We welcome comments and conversation on our social media posts. However, we ask that you are courteous and respectful of other people's views so that we can keep our online communities a positive and accepting place.
- 1.4 We welcome feedback and actively encourage volunteers to contact us to clarify queries or resolve any issues. However, we encourage you to get in touch with our teams direct (see contact details below) or post queries on our volunteer hub rather than via social media.

### 2. Volunteer use of social media

- 2.1 You're free to say whatever you like about Bookmark on social media, but we hope that when talking about us you'll make good judgments and not say or do anything that could reflect badly on our work. Be sure to treat people on social media in the same way as you would in an offline interaction.
- 2.2 When you post about Bookmark, you become an online ambassador. By spreading the word about us and our work, you actively help us broaden our reach and support more children to read. Please do not post disparaging or defamatory statements about the children and schools we support, Bookmark and its employees and volunteers, or others associated with the Charity.
- 2.3 Be accountable: be clear in social media postings that you are speaking on your own behalf.
- 2.4 Remember that whatever you say online can be made public: your privacy settings won't necessarily stop other people sharing your posts, either deliberately or accidentally;
- 2.5 It's extremely important to protect the privacy of the children we support. Volunteers must never share anything that could be used to identify a child on the programme, including the child's name, photo or other personal details which may inadvertently enable a child to be identified.

### 3. Legal considerations around social media



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- 3.1 Give credit where it's due: please respect copyright and trademark regulations. When using someone else's content, please give them a mention and seek their approval before using their content.
  - 3.2 You are welcome (and encouraged) to share Bookmark's content, but please ensure that it is clear that it originated from Bookmark, and tag the Charity where possible.
  - 3.3 Think before you share: never disclose non-public and confidential information relating to children and schools we support, Bookmark and its employees and volunteers, or others associated with the Charity.
  - 3.4 Volunteers may be requested to remove internet postings that are deemed to constitute a breach of commitment. Any conflict may also result in the termination of your volunteering placement.
  - 3.5 Respect the charity's privacy: you should not do anything to jeopardise Bookmark's confidential information and intellectual property through the use of social media.
4. Keeping children safe on social media
- 4.1 We all have a responsibility to do everything possible to ensure that children are kept safe from harm. If you come across anything online that could mean a child is at risk, you should report it as soon as possible:
    - 4.1.1 Make a note of the URL of the webpage or social media post you're concerned about;
    - 4.1.2 Take a screenshot if you can; and
    - 4.1.3 Send these and as many other details as you can to [emily.jack@bookmarkreading.org](mailto:emily.jack@bookmarkreading.org) (Bookmark's Designated Safeguarding Lead)
5. Complaints
- 5.1 If you have a complaint, please email the Bookmark team at [info@bookmarkreading.org](mailto:info@bookmarkreading.org), and do not comment via social media. This helps us investigate and resolve your complaint in a quick and efficient manner. We will then be sure to respond to it as promptly as possible. Formal complaints should be made using the process outlined in our [Compliments & Complaints](#) procedure.