

RSY-Netzer Social Media Policy



RSY-Netzer understands the importance of working with social media in our engagement with all the *chaverim* (members) of the movement, for the purposes of promotion and communication. RSY-Netzer commits to actively participating in popular social media spheres such as Facebook, Twitter, Instagram and YouTube in order to pursue these benefits. However, we also recognise the risks and challenges associated with these activities and our responsibility to protect all of the movement's *chaverim* and support them in safe usage of these platforms.

General Guidance

- On RSY-Netzer events, our *madrachim* (leaders) will initiate appropriate discussions with the *chanichim* (participants) regarding safe practice in using social media, with reference to this policy and, in particular, to appropriate social media interaction following the event.
- The Senior Welfare Officer should run sessions for *madrachim* about how to maintain their personal safety and privacy online, and *madrachim* should be educated about how to deal with any communication which makes them feel uncomfortable by informing a trusted adult.
- RSY-Netzer events for *chanichim* should include a session on how to maintain safe communication in an RSY-Netzer context, incorporating education on this policy.
- All usage of RSY-Netzer social media accounts and forums should only be directly related to relevant topics, such as information about events and campaigns we are engaging in. Content which is not relevant should be deleted.
- It is the responsibility of those administrating RSY-Netzer social media forums to ensure all content is appropriate for *chaverim* of all ages.
- Age-appropriate versions of this Policy should be available to all *chaverim*, so everyone is aware what is acceptable and appropriate behaviour.
- Administrators will remove content or users from the forum where this Policy is being breached.
- It is not appropriate for *madrachim* to engage in personal or private communication with *chanichim* via any social media.
- Where appropriate, the RSY-N office will communicate directly with *chanichim* through the RSY-Netzer social media accounts.
- All participants in RSY-Netzer events are asked to sign authorisation for images of them to be used in RSY-Netzer materials, which include social media. Anyone choosing to opt-out of this will be respected.
- All *chaverim* are advised to have their privacy settings on any social media set to the highest possible level.

Facebook

- *Chanichim* and *madrachim* should be encouraged to engage with each other via RSY-Netzer accounts/groups, rather than personal connections. *Madrachim* and *Madabim* are responsible for facilitating this by establishing groups as appropriate and inviting/authorising

members to join. These groups should be closed groups, so the content cannot be seen by others outside the group.

- *Chanichim* under the age of 13 are not permitted to own a Facebook account according to the site's own rules and RSY-Netzer should not encourage them to circumvent those rules. Therefore Briyah and Shachar should not have Facebook groups, and participants under 13 should not be allowed to join other groups.
- Any photos posted in RSY-Netzer groups or on RSY-Netzer pages, should be of groups on RSY-Netzer events, and not of individuals or of events outside of RSY-Netzer. No individuals should be tagged in photos and no location services/GPS tracking should be used as this may widen access and compromise personal or group security.
- Except in the case where a relationship between a *chanich/a* and a *madrich/a* started before their involvement in RSY-Netzer, *madrichim* should not add/accept as a friend any *chanichim* under the age of 16, nor any *madatzim* (trainee leaders) until they have led their first summer event or are of the requisite age to have done so.
- In the event that *chanichim* and *madrichim* wish to contact each other via direct messages, RSY-Netzer's Facebook account should be included in the message thread.
- Any communication between *chaverim* via RSY-Netzer Facebook groups, or between *madrichim* and *chanichim / madatzim*, are subject to other RSY Policies, for example regarding welfare and confidentiality.

Twitter

- All *chaverim* should be aware that, by default, posted tweets are published publicly.
- Where profiles are 'limited' in their accessibility, *madrichim* should not add/accept as a follower any *chanichim* under the age of 16 and very careful discretion is advised in the case of *chanichim* or *madatzim* (trainee leaders) over 16, but under the age of 18.
- *Madrichim* should remember their responsibility to be a *dugma ishit* (good example) and ensure their tweets would be appropriate for being read by all *chaverim* of the movement. This is the case throughout the year, not only on events. The posting of inappropriate content on Twitter or other social media may have consequences for *madrichim's* future involvement in RSY-Netzer.

Other social media

- *Madrichim* should apply the same principles as for Facebook and Twitter to other social media.
- *Chaverim* should never use anonymous forums to discuss any RSY-Netzer-related issue.
- *Madrichim* and *chanichim* should never exchange mobile phone numbers.

Welfare

- RSY-Netzer is committed to dealing appropriately with issues of Safeguarding and Welfare raised with regard to, or using, social media.
- It is the responsibility of any *madrich/a* who is told by a *chanich/a* (up to age 18) any welfare disclosure to pass on the information they receive to the RSY-Netzer permanent Welfare Officer who will ensure the disclosure is handled in the appropriate manner, according to the RSY-Netzer Safeguarding policy.
- It is the responsibility of any *madrich/a* who is told by a *chanich/a* (up to age 18) any welfare issue of concern (which is not limited to Safeguarding only) to pass on the information they receive to the RSY-Netzer permanent welfare officer who will ensure the issue is handled in the appropriate manner, according to the RSY-Netzer Welfare procedures.
- *Madrichim* who become involved in interactions about welfare should ensure the *chanich/a* involved feels safe and listened to whilst making sure that the person knows that the situation is covered by the RSY-Netzer Safeguarding and Welfare policies and will be passed on.
- It is not the responsibility of *madrichim* to deal with the issue or support the *chanich/a* on an ongoing basis. Any further contact would be with the guidance of the Welfare Officer.

Updating the social media policy

- The social media policy will be reviewed annually by the *Mazkirut* (senior *madrichim*), in conjunction with the RSY-Netzer office and the Senior Welfare Officer, in order to ensure that it is up to date and relevant.

More information about safe use of social media and how to deal with social media-related problems can be found at:

www.childnet.com

www.kidsmart.org.uk

www.thinkuknow.co.uk

www.ceop.police.uk

www.nspcc.org.uk/onlinesafety

<http://www.childline.org.uk/Explore/OnlineSafety/Pages/OnlineSafety.aspx>