

Social Media Policy

Title:	Social Media Policy
Reference/ Version Number:	001
Status:	Approved
Approval Date:	27 th July 2018
Next Review Date:	July 2021

1. About Mental Health Reform

Mental Health Reform (MHR) is the national coalition on mental health in Ireland. MHR's membership represents a broad range of interests, including housing, disability, children's rights, human rights and ethnic minorities. MHR provides a unified voice to drive progressive reform of mental health services and supports in Ireland.

The Board of Directors are responsible for approving this policy and ensuring that it is adhered to.

2. Policy Statement

Social media provides an opportunity for MHR to spread its messages as well as to engage directly with its membership, other stakeholders and members of the public on MHR's work and on issues related to mental health.

The instant nature of social media means that messages can be circulated quickly and without cost.

However, no less care is taken with messaging via social media than if a press release was being issued. Social media messaging should be seen as an extension of MHR's overall communications strategy.

3. Purpose

The purpose of this policy is to set out a clear and consistent policy in relation to social media and its use by MHR as a communications tool. This policy applies to all social media channels used by MHR.

4. Scope

This policy applies to those persons who have specific authority to manage, monitor or publish to a social media channel on behalf of MHR. This includes MHR staff, volunteers and any third-party contacted to provide social media support and services.

5. Risks Associated with Social Media

Some of the organisational risks associated with social media use include, but are not limited to:

- Inappropriate or inconsistent messaging;
- Reputational damage,
- Libel or other legal action;
- Inappropriate engagement with followers and/or the general public;

- Breaches in confidentiality;
- Breaches in data protection;
- Being engaged in contentious interactions about issues within the area of mental health, directly or indirectly about MHR, directly or indirectly about MHR Directors, staff, volunteers, supporters, funders, or members;
- Security of social media channels, including the potential for channels having unauthorised access, being hacked and/ or activity which is not approved.

6. Management and Monitoring

MHR social media channels are not managed or monitored 24 hours a day or 7 days a week. MHR social media channels are usually managed or monitored within office hours.

Social media posts are managed by the Communications and Campaigns Officer, but may also be published by other authorised persons.

7. Use of Social Media

MHR will only use social media platforms controlled by MHR to issue official communications.

8. Unauthorised Access

In the event of unauthorized access to a MHR social media channel, the Communications & Campaigns Officer, will, as soon as possible, take appropriate measures.

9. Inappropriate Content

MHR has a zero tolerance for content to which it considers inappropriate. Examples of inappropriate content include:

- Content which is abusive;
- Content which is obscene;
- Content which is unlawful;
- Content which is threatening;
- Content which is defamatory;
- Content which is discriminatory;

- Content which is hateful or use of hate-speech;
- Content which is unrelated to the content published by MHR
- Content which seek to promote and/ or advertise a business or website
- Content which may damage the situation or circumstance of an individual
- Content which may damage the good name of MHR and organisational reputation

Inappropriate content should be reported to the Communications & Campaigns Officer who will take the necessary measures to block, remove and report content.

10. Crisis Messages and Content

MHR does not provide crisis support.

However, MHR may use its social media channels to share information about support services, including crisis support. The crisis support service included on MHR's social media platforms is the Samaritans.

People also contact MHR through its website. When an individual submits a message to MHR via its website indicating that they are in a crisis, MHR will contact the individual directly by email and provide them with crisis support information. The MHR website has a link to <http://www.yourmentalhealth.ie>

In the event of an individual posting a message or comment on one the MHR social media platforms indicating that he or she is in a crisis, the following steps will be taken:

- The individual will be invited to email MHR in confidence at info@mentalhealthreform.ie;
- The individual will then be signposted to a relevant helpline or crisis support and encouraged to speak to a family member or friend;
- The Executive Director of MHR will be notified as soon as possible;
- A record of crisis communications will be taken by the Campaigns and Communications Officer or his or her deputy;

11. Dealing with requests

MHR receives many requests from individuals and organisations to share or promote news or information on a broad range of issues and causes. It is not possible to respond to all of these requests. MHR will give priority to sharing

material from its member organisations where this information is relevant to the coalition's strategy. Any third party content shared by MHR does not imply endorsement.

12. Feedback and Complaints

Any complaints related to MHR's use of social media should be made using the MHR Complaints Policy, which is available on www.mentalhealthreform.ie

13. References

'Good Practice Guide on Technology, Mental Health and Suicide Prevention in Ireland', ReachOut Ireland, 2015. www.reachout.com

14. Revisions