



Building Bridges Key Volunteers



Social Media Guidelines

The Fisheries Enforcement Support Service, including the Building Bridges Project, uses social media to raise awareness, increase confidence and promote current advances in fisheries enforcement.

The Angling Trust also uses social media to promote its work and achievements on behalf of angling, encouraging membership growth.

The FESS welcomes responsible use of social media by volunteers to help raise awareness of our work and promote the Angling Trust generally. These guidelines, however, make clear what is expected from our volunteers when using social media – because we are all ambassadors for the Angling Trust & Environment Agency partnership and social media is a public platform.

FESS Social Media Statement

The FESS recognises that social media provides an instantaneous and convenient platform to initiate and participate in interactive discussions, sharing information. These Guidelines aim to protect Building Bridges Key Volunteers by encouraging individuals to take responsibility for their written posts and interaction, exercising good judgement and common-sense – keeping in mind the reputation and integrity of the FESS and Angling Trust & Environment Agency Partnership at all times.

Inappropriate use of social media can compromise confidentiality, propriety, integrity and the reputation of individuals and the organisations identified with. This can also jeopardise prosecution cases, our obligation to comply with legal requirements, and even cause the individual concerned to be scrutinised, possibly by defence counsel or the media.

The responsible and appropriate use of social media platforms, however, is greatly beneficial to our cause and most welcome – so it is essential that all our volunteers adhere to these guidelines.

Who Is Covered by These Guidelines?

These guidelines specifically refer to Building Bridges Key Volunteers, there being a separate policy for the Voluntary Bailiff Service, and FESS staff.

Scope & Purpose of the Guidelines

These Guidelines cover the use of all social media platforms, including Facebook, Twitter, YouTube and What's App, and all other online networking sites and blogs.

These Guidelines apply to the use of social media for both volunteering and personal purposes, whether whilst volunteering or otherwise. The Guidelines apply whether social media is accessed using Angling Trust-owned IT facilities and equipment or volunteers' personal devices.

If a volunteer is suspected to be in breach of these Guidelines, the matter will be investigated by the Building Bridges Project Manager before referral to the National Enforcement Manager who, after consultation with the National Volunteers Manager, will decide whether to deal with the matter by way of advice or pursue withdrawing the volunteering opportunity.

Volunteers may be asked to delete posts deemed to constitute a breach of these Guidelines and not be in the organisation's best interests.

Social media must never be used in such a way as to breach existing policies covering Equal Opportunities, Diversity and Data Protection.

Personnel Responsible for Implementing the Guidelines

All volunteers have a responsibility to operate within the boundaries of these Guidelines.

The Project Manager will ensure that all Building Bridges Key Volunteers understand the required standard of behaviour.

All Building Bridges Key Volunteers are responsible for adherence to these Guidelines and must ensure that they read and understand this document. Any questions regarding content or misuse of social media by volunteers should be raised with the Project Manager.

Any social media content raising a Safeguarding concern must be reported immediately to the Project Manager, who will refer this to the National Enforcement Manager for action as appropriate and consistent with the Angling Trust Safeguarding Policy and legislation.

Guidelines for Responsible Use of Social Media by Building Bridges Key Volunteers

The following provides common-sense advice to encourage the responsible use of social media by Building Bridges Key Volunteers:

1. Volunteers have a duty to preserve the reputation of the Angling Trust and EA Partnership. Volunteers must not post disparaging or defamatory statements about:
 - a) The Angling Trust or EA.
 - b) Our staff, members or volunteers, past and present.
 - c) Our partners or other stakeholders.
 - d) Other persons outside of the organisation.
2. Volunteers are personally responsible for their own social media communications – which could be visible indefinitely. It is vitally important, therefore, that volunteers do not make any statement that could be misconstrued as being the Partnership's official view, and any comment on topical angling issues, such as predation, must be informed through Angling Trust policy and campaigns.

3. Consent must be obtained from the Project Manager before posting any Building Bridges related material or photographs on personal Facebook pages or other social media platform.
4. Consent must be obtained from the Project Manager before a volunteer uploads a profile photograph including an Angling Trust logo or which identifies the individual as a Building Bridges Key Volunteer. If permission is given, the volunteer concerned must add a pinned post to their profiles serving as a disclaimer, clarifying that any views expressed are personal views and not statements by the Angling Trust or FESS. Volunteers' obligations under these Guidelines, however, still apply in the event of a pinned disclaimer.
5. Volunteers must state that any views expressed do not represent those of the Angling Trust or FESS. Volunteers should also ensure that profile pictures and any content posted online are consistent with the integrity required by this enforcement related volunteering role.
6. Volunteers are encouraged to promote the Partnership and raise awareness of fisheries crime through sharing official Angling Trust or EA communications, including press releases, Facebook posts and links to blogs. This is preferred to ad hoc communications by individuals to ensure a responsible and consistent message.
7. Volunteers must always respect confidentiality and protect confidential information, including unpublished details of our work and operations, and personal information concerning staff, members and volunteers in addition to sensitive information concerning suspects and offenders.
8. If volunteers are uncertain of the appropriateness of any communication, they should either refrain from posting or seek advice from the Project Manager before doing so.
9. Should volunteers notice any social media content denigrating the Partnership, or partners, members, staff or volunteers, this should be brought to the Project Managers attention, or if not possible to that of the National Enforcement Manager or National Volunteers Manager.
10. All volunteers should be aware of 'False News' and not share posts intended by the originator to be divisive and offensive to minority groups. Such action could in fact be a criminal offence.
11. In the event of a volunteer's account being duplicated or hacked, the volunteer should inform the Project Manager or National Volunteers Manager immediately.

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