

Social Media Policy

PURPOSE:

The Sacred Birth Centre's social media platforms were created to showcase the services and activities run or promoted by the SBC, share relevant content, and generate a following and support for the SBC project.

This policy was developed to inform volunteers, contractors, Affiliated Service Providers (ASPs), and Partnered Organisations of the expectations and standards to be upheld when posting and commenting on social media platforms associated with the SBC. This policy extends to content shared on the SBC website and through any other means. It aims to ensure that all content is relevant and in alignment with the [Sacred Birth Centre - Vision, Mission & Core Values](#).

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SBC STANDARDS:

The SBC endeavours to uphold a high standard of content and interactions across all social media platforms, including content on the SBC website and content distributed through any other means. The following outlines the guidelines which the SBC upholds:

1. We strive to have open and informative dialogues with our readers
2. We protect the privacy of our contractors, volunteers, service users, and the public by not posting identifying information without consent
3. We correct inaccurate or misleading posts in a timely manner
4. We do not delete posts or comments unless they violate our policies, including posts that can be seen as inappropriate, defamatory, threatening, or irrelevant
5. We disclose conflicts of interest
6. We credit our sources
7. We respect intellectual property rights
8. We review comments and respond to comments in a timely manner

9. We welcome third-party posts and comments, but our inclusion of such comments does not constitute an endorsement, and does not necessarily reflect the opinions or positions of the SBC.

SBC EXPECTATIONS:

The SBC encourages all volunteers, contractors, ASPs, and Partnered Organisations to promote and engage with the SBC's social media platforms. The SBC has developed the following protocol to clarify what is expected from the SBC team.

1. Only authorised contractors and volunteers have permission to post, comment, or speak on behalf of the SBC.
2. Non-authorised contractors, volunteers, ASPs, and Partnered Organisations are encouraged to post and comment as individuals working alongside and in support of the SBC
3. All posts and comments are to be kept in alignment with:
 - [Sacred Birth Centre - Visions, Mission & Core Values Statement](#)
 - [Code of Ethics & Conduct](#)
 - [Equity, Diversity & Inclusion Policy](#)
 - [Privacy Policy \(GDPR\)](#)
4. All contractors, volunteers, ASPs, and Partnered Organisations (past and present) shall not air any grievances towards the SBC or any other contractor, volunteer, ASP, or Partnered Organisation. Any grievances must be addressed through the SBC's [Complaints Pathway](#).
5. If grievances are presented on social media by service users or members of the public, these are to be directed to the Complaints pathway.

UNDERTAKING TO FOLLOW THIS POLICY:

The Social Media Policy is endorsed by the Directors of the SBC. Any person working with or on behalf of the SBC has agreed to follow this policy, as stipulated in the Terms & Conditions.

HOW TO CONTACT US

In the event of any questions or concerns relating to this policy, you can contact us by:

1. Completing a contact enquiry form on our website - www.sacredbirthcentre.org;
2. Emailing us at - info@sacredbirthcentre.org; or
3. Writing to us as at - 2-4 High Street, Glastonbury, Somerset, UK, BA6 9DU