



**Guidelines for Setting up a  
Facebook Group Targeted at  
Young People Age 13 – 18  
Years.**

## TSCB GUIDELINES FOR SETTING UP A FACEBOOK GROUP TARGETTED AT YOUNG PEOPLE 13 – 18 YEARS.

### INTRODUCTION

Creating a Facebook group is becoming a popular way for organisations to engage and communicate with the young people they provide services for.

Whilst we should embrace this opportunity to engage with young people through a medium with which they are comfortable and familiar, organisations considering this option should also give full regard to their duty of care.

Services working with children and young people have a duty of care to ensure that all reasonable steps are taken to ensure the safety of a child / young person involved in any activity or interaction for which that individual / organisation is responsible for.

This guidance is in addition to already existing TSCB and single agency E Safety policies / guidance and aims to support organisations in discharging their duty of care when choosing to create a Facebook group; it includes: -

Page 2 - Overview

Page 3 - Appendix 1 – Role of Facebook group creator / administrator

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Page 5 - Appendix 3 - Staff code of conduct

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### Useful links

Additional TSCB Guidance on Safe Working Practice with Children and Young People and E Safety Guidance can be found at [www.tamesidesafeguardingchildren.org.uk/publications](http://www.tamesidesafeguardingchildren.org.uk/publications)

Information for young people who are experiencing unwanted contacts, harassment, bullying or abuse whilst using Facebook [www.facebook.com/help/?page=414#!/help/?safety=teens](https://www.facebook.com/help/?page=414#!/help/?safety=teens)

Best practice guidance for professionals using Facebook [www.facebook.com/help/?safety=teens#!/help/?safety=educators](https://www.facebook.com/help/?safety=teens#!/help/?safety=educators)

## OVERVIEW:

Facebook should not be used to target communication with young people under the age of 13 (all social networking sites have a minimum age for users and Facebook's is 13).

All groups will need to identify 1 creator and 1 administrator as a minimum. It is not acceptable for one person to be the sole creator /administrator

Staff taking on the role of creator / administrator should create a Facebook profile using their official work email address (they should not use their own personal Facebook details). Please see appendix 1 for information on role of creator /administrator.

TSCB does not support the use of photographs / videos involving young people on Facebook group pages. This is due to the difficulties with informed consent and ensuring that the privacy and safety of the young people for whom we have a duty of care is safeguarded. (please see Appendix 2 for details)

All staff involved in the group must read and sign the code of conduct for professional behaviour when using the Facebook group (appendix 3)

Any team / group requesting authorisation to create a Facebook group should complete the authorisation form (appendix 4).

Authorisation to set up a Facebook group can only be given by the Senior Manager for that service area.

The completed authorisation form should be sent to the senior person who will decide whether or not to authorise the group page request based on the information provided. No further action should be taken until authorisation has been given.

Authorisation to set up a specific group does not equate to authorisation to set up additional groups for different projects etc – each request would need to go through its own authorisation process.

## APPENDIX 1

### Role of Facebook Group Creator / Administrator(s)

Minimum of 1 creator + 1 administrator; Details of creator and administrator(s) to be included on authorisation form.

Creator and administrator(s) must use a work email address to register the group (personal email addresses should not be used)

Creator will 'create' the group using a work email address and set group as 'private' (so content is only viewed by accepted group members).

Creator should click on 'edit settings', tick the box which allows email notifications to their work address and then click the box which says notify me when a 'member posts'. All posts can then be monitored for moderation and filtering; only appropriate content may be posted.

Creator should ensure the CEOP report abuse button is downloaded onto the group <http://apps.facebook.com/clickceop>

Creator and administrator(s) should define who they will and will not accept as 'friends' of the group e.g. only young people / staff who are members of a particular project / attending a specific activity etc

Creator / administrator(s) should not accept friend requests from young people under the age of 13 *"Facebook requires its users to be at least 13 years old before they can create an account. Providing false information to create an account is a violation of our [Statement of Rights and Responsibilities](#). If you would like to report an underage user (under 13 years of age), please do so [here](#). We will promptly delete the account of any user under the age of 13 that is reported to us through this form".*

All staff acting as creator or administrator are responsible for the security of their individual log-in and password. They should not share this password and / or allow anybody else to log assuming their identity.

Any staff member who discovers their account has been hacked and / or their identity assumed should report this to their line manager.

Creator and administrator(s) should review the safety of the page on a regular basis.

Information page providing advice and information on being an administrator for a Facebook Group  
[www.facebook.com/help/?page=18829](http://www.facebook.com/help/?page=18829)

## APPENDIX 2

### Use of Photographic / video uploads:

**Staff should not use or allow to be used, photographs / videos uploads involving young people on Facebook group pages. This is because of the following: -**

Good practice guidelines says any work involving photography / videos should take place with due regard to the law and the need to safeguard the privacy, dignity, safety and well being of children and young people.

We do this by ensuring informed written consent from parents, carers and young people (where appropriate) is sort before an image is taken / displayed for any purpose.

**The nature of a social networking site makes it very difficult for parents, carers and young people to give informed consent for their images to be displayed / shared as no one person can guarantee where those pictures will end up and with whom.**

In line with good practice guidelines we also have a responsibility to protect children / young people's privacy and safety; we do this by ensuring: -

- Where an image of a young person is used we do not add names
- Where the young person is named an image does not accompany.

**It is very difficult to protect young people's privacy and safety when using a social networking group page because: -**

Once an image appears on the group page anybody accessing this page can then tag the image; this not only identifies the young person / staff in the picture but can then also be viewed by anybody who has access to their personal profile. This will depend on privacy setting of the person who has tagged the picture and can vary from 'just friends' to 'everybody'.

Also young people may not want to be identified / have their images shared for a variety of personal reasons e.g.

- They may involved in a sensitive group which they wish to keep private
- Their safety may be compromised if the image gives information about the location of the activity they are involved in (could have very serious consequences for young people / families fleeing domestic violence).

## APPENDIX 3

### Code of Conduct for all staff (paid / unpaid) when using Facebook Group.

Adults who work with children and young people are responsible for their own actions and behaviour and should avoid any conduct which would lead any reasonable person to question their motives and intentions.

**This code of conduct is not exhaustive and should be amended to reflect any additional expectations of staff.**

All communication by staff via the Facebook group will be for professional purposes only.

All communication should acknowledge and maintain respectful professional boundaries and be transparent and open to scrutiny.

Staff should not use the group to share / communicate any personal messages with young people.

Staff will only access the group within agreed working hours (*need to be explicit about times here*) exceptions to this must be reported without delay to their line manager.

The group page should be viewed as a workplace and all staff using it should register with a work email. This will avoid inadvertent actions which could expose staff's personal Facebook profiles such as 'commenting' or adding 'like' to a young person's post.

Staff should not share their personal profile with young people and never accept 'friend requests' from young people or request young people be their 'friend'.

All staff should record and report without delay any situation where they feel the actions of themselves / others (including young people) may have compromised the organisations or their own professional standing. Such incidents should be reported to their line manager.

Any member of staff concerned about the professional conduct of another member of staff should report this to their line manager in line with TSCB Procedure for Managing Allegations against Adults who work with Children and Young People.



## APPENDIX 4

### REQUEST FOR AUTHORISATION TO CRERATE A FACEBOOK GROUP

Name of Facebook Group / Page	
Team requesting authorisation	
Key contact person	
Position	
Email	
Telephone number	
Address	

What would be the purpose of the Facebook group? e.g. to update members of forthcoming events
Who will be the agreed 'friends' of this group? e.g. only young people (over the age of 13) who are members of Signal's Dance Group.

Administrator Details (minimum of 1 creator & 1 administrator)					
Name	Position	Email (must be work email)	Telephone	Address	Line Manager
Creator 1.					
Administrator 2.					
Administrator 3.					
Administrator 4.					

Service Manager Name	
Authorisation agreed (please circle)	YES      NO
Service Manager Signature	
Date	
Please return this signed form to key contact person (see overleaf)	

Additional comments / requests for further information from authorising manager.

**This pro forma should be used to brief all staff involved in using the Facebook group page; it should be attached to the staff code of conduct and signed by all staff who will use the Facebook group.**