

# A New Direction and Good Growth Hub WhatsApp Guidelines for Young People (Employment & Skills)

## 1. Hello and welcome

It's wonderful that you are part of our WhatsApp community. Like our other social media channels, WhatsApp should be a safe space for us to engage with our community. On our social media channels, we share news about our work, opportunities, events and people. We encourage discussion, feedback and suggestions while maintaining a safe space for all WhatsApp users.

Take part with kindness, sincerity and respect in line with [AND values](#).

Please be friendly and use WhatsApp in an appropriate way to build a friendly community and make authentic connections.

If you see worrying behaviour or content, [please inform our Safeguarding Lead, Oliver Benjamin](#)

### WhatsApp Group Chat ('Freelance Exchange Community by the Good Growth Hub')

What we can use this chat for:

- Sharing helpful and relevant opportunities & tips
- Linking up with other community members to grow your network
- Sharing success stories and lessons learnt with each other

What we cannot use this chat for:

- Frequent posts advertising a product or service (spam)
- Personal fundraising which is unrelated to work

We will monitor this chat daily (during the working hours of 9-5). If your query is urgent, it is advised you phone an Admin (Adelaide, Leila, Jo) or email [goodgrowthhub@anewdirection.org.uk](mailto:goodgrowthhub@anewdirection.org.uk)

### WhatsApp Broadcast Channel(s)- 'Sender: The Good Growth Hub'

The Good Growth Hub broadcast channel will only be used for sharing opportunities for young people once every two weeks. These are external opportunities, and we are not responsible for the recruitment so please follow the employer's steps to complete an application.

To be part of the Broadcast channel, you need to save the number 07909 649 928 onto your phone, and message the team to opt-in to being part of the Broadcast channel. If you would like to be removed from the Broadcast Channel, please message us to do so and we will remove your number as soon as possible.

If you have a specific query, please email [goodgrowthhub@anewdirection.org.uk](mailto:goodgrowthhub@anewdirection.org.uk) as we will not be monitoring replies via WhatsApp regularly.

On any of our WhatsApp communications, we will not tolerate:

- Hate speech that expresses prejudice against a particular group of people, especially on the basis of race, gender, sexuality etc.
- Threatening or violent language
- Indecent, sexually explicit or pornographic language or imagery
- Libellous or defamatory posts about our staff, freelancers or patrons
- Content that compromises A New Direction or the Good Growth Hub and our reputation
- Content which discloses confidential data or disclose sensitive data
- Content that breaches copyright or data protection
- Content which is inappropriate or graphic/adult content or use offensive language

## 2. Feedback & Moderation

While we always welcome engagement from all our audiences, we reserve the right to delete or report any messages that we consider to be offensive, hateful or disrespectful to our community and our brand.

If a user repeatedly goes against these guidelines, then we will block the contact. Individuals using WhatsApp need to comply with its own terms of use as well as these guidelines.

## 3. Data Protection

A New Direction is committed to protecting and respecting the privacy of the people that we work and interact with. Here's a quick overview of how we handle your information:

- When you engage with our community, we may collect and use certain information about you. This includes your name, phone number, and any other details you choose to share.
- We use this information to enable you to join the WhatsApp community, ensure the smooth running of the community, to keep you informed about our activities, and to provide support where needed.
- When you join our WhatsApp community, your phone number is **not visible** to the community at large. Only community admins and members within the same sub-group can see each other's phone numbers. You can manage your phone number privacy in the community info tab. Those in the Broadcast channel cannot see others' numbers.
- If you would like to be removed from the WhatsApp group chat and/or the Broadcast channel which A New Direction manages, please message us and we will remove your number as soon as possible.
- For more detailed information on how we handle your data, please refer to our [Privacy Policy](#). This policy, together with any other documents referred to in it, sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

It's important to us that you feel safe and informed - if you have any questions, please reach out to the Community Admin or email us on [dataprotection@anewdirection.org.uk](mailto:dataprotection@anewdirection.org.uk).