



Policy Statement

Social Media

This policy refers to the [Charity Commission Guidance](#) and should be reviewed in line with this guidance annually.

Why we use Social media

Social media is essential to the success of communicating YYY Foundation's work. The objectives of social media are to raise awareness of our work.

All Trustees and Volunteers should be aware of this policy.

Point of contact for social media

The Communications Officer (Sarah Gurung) is responsible for the publishing, monitoring and management of the charity's social media channels.

Access to Social Media

The Communications Officer will have posting access to social media and passwords. Helen Keen also has full access to the same channels.

Which social media channels do we use?

YYY Foundation uses the following social media channels (this is not an exhaustive list):

Facebook:

Twitter:

Instagram:

LinkedIn:

Day to Day management

Social media must be checked regularly for timely responses to enquiries, comments, messages etc. This will be done by the Communications Officer. Content must be scheduled regularly when it is deemed appropriate.

All social media content should have a purpose and a benefit for YYY Foundation, and accurately reflect YYY Foundation's agreed position.

Any high profile announcement or content dealing with a controversial area or crisis must have additional sign off from another Trustee.

Content

YYY Foundation is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.

Content should:

- Reflect YYY Foundation values.
- Bring value to our audience(s).
- Be accurate, with no typos, misspellings or grammatical errors. Facts should be checked and verified.
- Reflect the diversity of society in words and images
- Any content showing the identity of a person (interview, story, video, photo) must be shared with their consent. This must be in writing, from the legal guardian of anyone under 18.
- Not reflect any personal views of YYY Foundation Trustees. In personal accounts Trustees should be clear the views are their own.
- Not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.
- Not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

Third Party content

Third party content will only be shared where the credibility of the source and content is assured. Sources will be clearly referenced. Where content is posted by a third party onto our pages which do not meet our values or objectives it will hidden or deleted.

Engaging with the Community online

All messages should recommend the post-er contacts the Foundation by email.

Complaints and Crisis

If a complaint is made on YYY Foundation's social media channels, this should be brought to the attention of all the Trustees, and the Trustees should communicate to determine the appropriate action.

Online Abuse

If a message is abusive or defamatory it should be hidden in the first instance where possible. The person posting should be contacted. Where this is not possible a statement should be issued, with wording approved by all Trustees.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. YYY Foundation Trustees and volunteers are expected to behave appropriately, and in ways that are consistent with YYY Foundation's values and policies, both online and in real life.

Personal Social Media Accounts

Trustees and volunteers will have their own social media accounts.

If politically active it should be made clear that their views are distinct from the Foundation's and that such views are their own.

Equality, Diversity and Inclusion

The charity strives to make social media accessible and usable for everyone by thinking about the following:

- Using a range of images of different people including disabled people, people of colour, older people, different genders and people from different community.
- On Facebook, Instagram and LinkedIn, including image descriptions so that people with eyesight difficulties who use technology to read out what their phone says can fully understand the images and be included.
- Include captions on every video.
- Ensuring that a suitable contrast is used between text and the image/colour behind it so it is readable for people with a range of eyesight abilities.
- Capitalising hashtags so they are easy to read and understand and so that any read-out services can differentiate between words

Adherence to this policy

Trustees and volunteers should be familiar with this policy and review their use annually.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether Trustees or volunteers are posting content on social media for the charity or in a personal capacity, they should not bring YYY Foundation into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all users of social media abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that users make in a personal capacity must not breach confidentiality.

Discrimination and harassment

No content that could be considered discriminatory against, or bullying or harassment of, any individual, should be posted on either an official YYY Foundation social media channel or a personal account.

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the Communications Officer.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, reference should be made to the guidance available on the social networking site itself. For example, Facebook.

Under 18s and vulnerable people

Where known, when communicating with young people under 18-years-old via social media, users should ensure that the online relationship with YYY Foundation follows the same rules as the offline 'real-life' relationship. Users should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. They should also ensure that the site itself is suitable for the young person and YYY Foundation content and other content is appropriate for them. Reference should be made in this regard to the charity's Safeguarding Policy.

Responsibilities and breach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of YYY Foundation is not a right but an opportunity, so it must be treated seriously and with respect.

Last reviewed: June 2024