



Social Media Policy

1. Purpose and Scope

This policy sets out the standards, responsibilities and procedures for all social media activity carried out by or on behalf of Gamesley Community Group (GCG). It applies to:

- All staff, volunteers, trustees, committee members, service users, and anyone acting on behalf of Centre.
- Official Centre accounts, and to personal accounts where an individual's connection to the Centre is identifiable.

2. Legal Compliance

All social media activity must fully comply with current UK law and regulatory guidance, including:

- **UK GDPR & Data Protection Act 2018:** We protect all personal data, only share information with explicit consent, and respect every individual's right to privacy.
- **Equality Act 2010:** No content or comments may discriminate, harass, or cause offence based on age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.
- **Online Safety Act 2023:** Illegal, harmful, or age-inappropriate content will be removed immediately and reported where required.
- **Copyright, Designs and Patents Act 1988:** We only share content we own, or for which we have received formal written permission; all third-party work is clearly credited.
- **Defamation Act 2013:** No false, misleading, or damaging statements may be made about any individual, group, or organisation.
- **Charity Commission for England and Wales guidance:** All activity supports our charitable objectives; we do not engage in party-political campaigning or use resources for unrelated purposes.
- **Safeguarding legislation:** We follow strict rules to protect children, young people, and vulnerable adults from harm or exploitation.

3. Scope

This policy applies to:

- All official Centre social media channels, including but not limited to Facebook, Instagram, X (formerly Twitter), YouTube, TikTok, WhatsApp groups, LinkedIn, and any future platforms used by the Centre.
- All staff, volunteers, trustees, committee members, contractors, and representatives acting in connection with the Centre.
- Personal social media use where you identify yourself as part of the Centre, or post content relating to Centre activities, events, or people.

- Any content posted, shared, commented on, tagged, or linked to – whether text, images, video, audio, or links

4. Official Centre Accounts

4.1 Ownership & Access

- All official accounts are the sole property of the Centre and are classified as charity assets.
- Login details, passwords, and access permissions are recorded centrally, kept secure, and updated immediately if an authorised person leaves their role or changes responsibilities.
- No individual may create or operate an account using the Centre's name, logo, or branding without prior written approval.

4.2 Content Rules

- Post only accurate, truthful, and fact-checked information.
- Keep content relevant to the Centre's work, services, events, and community aims.
- Use clear, inclusive, respectful, and positive language suitable for all audiences.
- Obtain written consent before posting photos, videos, or personal information about any person; separate consent forms are used specifically for children and vulnerable adults.
- Credit all sources and obtain permission before sharing third-party content.
- Label all sponsored posts, advertisements, or fundraising activity clearly and in line with relevant rules.
- Include a link to our privacy notice on all official account profiles.

Do NOT post or share:

- Illegal, offensive, abusive, threatening, or hate-related material.
- Confidential or private information, including addresses, contact details, health records, or internal discussions.
- Party-political content or campaigning material (we may only comment on issues directly relevant to our charitable purpose).
- Commercial advertising or promotion unrelated to the Centre's work or approved partners.
- Content that infringes copyright, trademarks, or intellectual property rights.
- Material that could damage the Centre's reputation, cause unnecessary offence, or put any person at risk.
- Unverified rumours, speculation, or misleading claims.

4.3 Moderation

We welcome constructive comments, feedback, and discussion, but reserve the right to remove or hide content that:

- Breaks this policy or UK law.
- Is offensive, abusive, discriminatory, or threatening.
- Contains spam, advertising, or irrelevant links.
- Shares personal data or identifying details without permission.

- Serious or repeated breaches may result in users being blocked, reported to the platform, or referred to the police or relevant authorities.
- All moderation decisions are recorded and may be reviewed by the Management Committee if disputed.

4.4 Privacy & Data Protection

- We only collect, store, or use personal data in line with our Data Protection Policy and UK GDPR requirements
- Personal data will never be shared publicly or passed to third parties without explicit, written consent
- We will respond promptly to any request from an individual to access, correct, or remove their personal data
- Our full social media privacy notice is available on our website and linked from all official Centre accounts

5. Personal Social Media Use

5.1 When connected to the Centre

If you identify yourself as a staff member, volunteer, trustee, or committee member, or post about Centre-related matters:

- Clearly state that your views are your own and do not represent the Centre, unless you are formally authorised to speak on its behalf.
- Do not post anything that could harm the Centre's reputation, cause offence, or breach legal or contractual duties.
- Never share confidential information, internal discussions, or sensitive details about the Centre, its users, or its partners.
- Follow the same standards of respect, accuracy, and legality that apply to official Centre accounts.
- Do not use Centre logos, branding, or assets on personal profiles or posts without prior written permission.

5.2 Private accounts

Even on accounts set to private, you must not post content that:

- Harasses, bullies, or discriminates against any person connected to the Centre.
- Brings the Centre, its work, or its community into disrepute.
- Breaches UK law or any Centre policy, including safeguarding rules.

Note: Misuse of personal social media that impacts the Centre, its users, or its staff/volunteers will be treated as a conduct matter, in line with our relevant HR, volunteer, or disciplinary policies.

6. Safeguarding

- We operate a zero-tolerance approach to any content that harms, exploits, or endangers children, young people, or vulnerable adults. Any such content will be

removed immediately, and reported to the relevant authorities, including children's services or the police.

- We never tag, name, or post images of children or vulnerable adults without separate, written consent from them or their legal guardian/next of kin.
- All content involving children or vulnerable adults is checked and approved before posting, and follows the standards set out in our separate Safeguarding Policy.
- If you see or become aware of any safeguarding concern on social media, report it immediately to our designated Safeguarding Lead.

7. Roles & Responsibilities

Management Committee

- Approve this policy and any subsequent changes.
- Ensure adequate resources, training, and oversight are in place.
- Delegate clear, written responsibilities for managing official accounts.
- Review risks and compliance regularly.
- Ensure all legal obligations are met.

Authorised Account Managers & Posters

- Follow this policy and all relevant legal rules at all times.
- Maintain the security of account access and data.
- Moderate content and respond to comments or enquiries promptly and appropriately.
- Report all incidents, concerns, or breaches immediately.
- Complete all required training and guidance.

All Staff, Volunteers & Representatives

- Must read, understand, and comply with this policy
- Must report misuse, harmful content, or concerns as soon as they are identified
- Must treat others with respect and use social media responsibly
- Must complete any relevant training when requested

8. Incidents, Breaches & Consequences

- Any breach of this policy, or any concern relating to social media use, **must** be reported to the Management Committee or designated lead without delay.
- All reports will be investigated promptly, fairly, and confidentially.
- Depending on the nature and seriousness of the breach, actions may include:
 - Removal of content or comments
 - Temporary or permanent loss of permission to manage or post on official accounts
 - Disciplinary or conduct action (for staff or volunteers)
 - Reporting illegal activity to social media platforms, the police, or regulators
 - Legal action where necessary to protect the Centre or individuals

9. Review & Training

- This policy is formally reviewed every **2 years**, or sooner if required by changes to law, guidance, or operational needs.
- All relevant staff, volunteers, and committee members receive training or guidance on this policy and safe social media use
- We maintain clear records of account ownership, access permissions, consent forms, moderation actions, and incidents for compliance purposes

10. Related Policies

This policy operates alongside and should be read in conjunction with:

- Safeguarding Policy
- Data Protection & Privacy Policy
- Equal Opportunities Policy
- Code of Conduct
- IT & Acceptable Use Policy