

SOCIAL MEDIA POLICY AND PROCEDURES

POLICY STATEMENT

1. CRESS UK recognises the value of social media in communicating with supporters, promoting our work, engaging stakeholders, and raising awareness. This policy ensures that social media use aligns with our mission, values, and legal obligations, and protects our reputation and the safety of all involved.

PURPOSE

2. This policy sets out clear guidelines on the appropriate use of social media by trustees, staff, volunteers, and representatives of the charity. It aims to:

- a. Promote responsible and effective use of social media
- b. Protect the charity's reputation
- c. Prevent misuse or harmful conduct online
- d. Clarify roles and responsibilities for official and personal social media use

SCOPE

3. This policy applies to all individuals who use social media on behalf of CRESS UK, including:

- a. Employees and volunteers
- b. Trustees and officers
- c. Contractors and representatives

4. It covers both:

- a. Official use (posts made through the charity's accounts)
- b. Personal use where there is a reference to, or potential impact on, the charity

DEFINITIONS

5. Definitions are as follows:

- a. **Social Media:** Includes all online platforms for interaction and content sharing, such as Facebook, Twitter/X, Instagram, LinkedIn, TikTok, YouTube, blogs, forums, and messaging apps.
- b. **Official Accounts:** Social media accounts owned or managed by the charity.
- c. **Personal Accounts:** Social media accounts owned by individuals, used in a private capacity but where the charity may be referenced.

PRINCIPLES OF SOCIAL MEDIA USE

6. All social media use related to CRESS UK must:
 - a. Reflect the charity's values of integrity, respect, inclusivity, and transparency
 - b. Be accurate, respectful, and lawful
 - c. Avoid defamatory, discriminatory, or offensive content
 - d. Not disclose confidential or sensitive information
 - e. Clearly distinguish between personal and official views

RESPONSIBILITIES

7. Trustees
 - a. Approve the social media policy and ensure its implementation
 - b. Communications/Marketing Team
 - c. Manage official social media channels
 - d. Develop and schedule content in line with strategy
 - e. Monitor platforms for inappropriate content or misuse
8. Staff and Volunteers
 - a. Follow this policy at all times
 - b. Seek guidance when unsure about content
 - c. Report concerns or breaches promptly

GUIDELINES FOR OFFICIAL SOCIAL MEDIA USE

9. The following are some guidelines for social media use:
 - a. Only authorised individuals may post on behalf of the charity
 - b. Use appropriate branding and messaging
 - c. Ensure content aligns with campaign or fundraising goals
 - d. Obtain consent before publishing images or personal information of individuals
 - e. Respond to comments respectfully and appropriately

GUIDELINES FOR PERSONAL USE

10. The following are guidelines for personal use:
 - a. Do not present personal opinions as those of the charity
 - b. Avoid commenting on behalf of the charity unless authorised
 - c. Do not share confidential information or internal discussions

- d. Use disclaimers where necessary (e.g., “Views are my own”)
- e. Maintain professional conduct, especially if publicly associated with the charity

INAPPROPRIATE USE

11. The following will be considered breaches of this policy:

- a. Disparaging or offensive remarks about the charity or others
- b. Bullying, harassment, or discriminatory behaviour online
- c. Sharing false, confidential, or misleading information
- d. Using social media for personal gain at the expense of the charity

12. Breaches may result in disciplinary action, up to and including termination of employment or volunteer roles.

SECURITY AND MONITORING

13. Security and monitoring will follow these guidelines:

- a. Access to official accounts will be managed securely with appropriate passwords and administrator controls
- b. Activity on CRESS UK accounts may be monitored to ensure policy compliance
- c. The charity reserves the right to remove posts or comments that breach policy or legal standards

CRISIS MANAGEMENT

14. In the event of a reputational issue or social media incident:

- a. The communications lead or CEO will coordinate the response
- b. Only authorised individuals may comment publicly
- c. The incident will be recorded and reviewed post-resolution

POLICY REVIEW

This policy will be reviewed annually or in response to significant developments in social media use or legal guidance.

CONTACT DETAILS

This policy has been approved and authorised by the Trustees:

Name:	Jeremy Metcalfe OBE
Position:	Chair of the Trustees
Date:	1 June 2025
Signature:	
Policy version:	June 2025
Date of Review:	June 2026
Contact:	info@CRESSUK.org