



## Social Media Policy

### 1. Policy Statement

Registered charity Wyre Forest Dial-A-Ride, t/a Wyre Forest Community Transport (WFCT), is committed to using social media to communicate its services, successes, achievements and support from other organisations and individuals to a wide audience. It is important for some staff/trustees to participate in social media to engage with our audience, participate in relevant conversations, in order to raise our profile, increase the number of volunteer drivers, service users and funding.

This policy is intended for all staff, volunteers and trustees and applies to content posted on both a WFCT device and a personal device. Before engaging in work-related social media activity, staff and trustees must read this policy, which is reviewed annually by the **Board of Trustees**.

### 2. Internet Access and Monitoring Usage

- There are no access restrictions to any of our social media sites in the WFCT office.
- Staff are permitted to make reasonable and appropriate use of personal social media activity during breaks but usage should not be excessive and interfere with your duties.

### 3. Point of Contact for Social Media

- The **Chief Officer** and designated **marketing trustee** are responsible for the day-to-day publishing, monitoring and management of our social media channels.
- The **Chief Officer** may delegate information posting to our social media channels to other staff. E.g., road closure notifications/sharing a user organisation's event.

### 4. Social Media Channels used by WFCT:

- Facebook: [www.Facebook/communitytransportwyreforest](http://www.Facebook/communitytransportwyreforest)
- Twitter: @ctwyreforest
- Instagram: @community\_transportwf
- What's App – to communicate with drivers

### 5. Guidelines for Use

- The **Chief Officer** and **marketing trustee** are responsible for setting up and managing WFCT's social media channels. The chief officer has the final say. Only those authorised to do so by the **Chief Officer** will have access to these accounts.
- The **Chief Officer** and/or **marketing trustee** regularly check/receive notifications and respond to comments concerning WFCT and partners on social media.
- Posts must ensure they reflect WFCT values.

- All social media content must have a purpose and a benefit for WFCT and accurately reflects WFCT's agreed position.
- Posts must bring value to our audience, answer their questions, help and engage with them.
- Care must be taken with the presentation of content. There must be no typos, misspellings, grammatical errors, or poor quality images.
- Responses to comments must be thought out and made in a timely manner.
- Other staff, trustees and volunteers who wish to contribute content to WFCT's social media can do so via the **Chief Officer** or **marketing trustee**.
- Content about supporters, volunteers or service users will not be posted without their permission.
- If staff share information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from WFCT.
- If using interviews, videos or photos that clearly identify a child, young person, or a vulnerable adult, WFCT must ensure consent is given by a parent/guardian or carer before using them on social media.
- Always check facts and if using out-sourced photos be wary of photo manipulation.
- Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
- Staff, trustees and volunteers will use WFCT's social media channels solely for the promotion of WFCT and are encouraged to like, share, comment on, or retweet WFCT posts and those of partner organisations.
- Staff, trustees and volunteers will not use WFCT social media channels to post or comment for personal gain, or to express political or personal views which are not in the best interests of WFCT.
- WFCT will 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 and acknowledged.
- No other Facebook groups or pages, Twitter accounts or any other social media channels will be set up by staff, trustees or volunteers on behalf of WFCT.
- WFCT is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't indicate how people should vote.
- Complaints seen about WFCT made on any social media must be referred to the **Chief Officer** and/or **marketing trustee** who will agree a response. Issues can escalate if not dealt with and not acting could be detrimental to WFCT.
- The **Chief Officer** and/or **marketing trustee** monitor social media for mentions of WFCT so we can acknowledge favourable comments and catch any issues or problems early. However, as a small charity, without the aid of a social listening tool, we acknowledge that monitoring will not be fully comprehensive.
- If there is an issue that could develop or has already developed into a crisis situation, the **Chief Officer**, in consultation with the **marketing trustee**, will either report the posts, if deemed to be breaking the law, to the social media platform, or provide a suitable response to defuse the crisis, explain the issue, apologise if appropriate.
- WFCT will at all times show transparency, honesty and empathy through its handling of, and response to, social media comments.

- The drivers' what's app is essentially a messaging platform but can be considered a social media platform due to its features for facilitating social interaction, community engagement and contact sharing.
- Users will be polite, post only relevant information and comment appropriately.
- The What's app is monitored by the **Chief Officer** and/or **marketing trustee** and any inappropriate posts or comments will be deleted and could lead to disciplinary action in the case of employees or advisory discussions/warnings in the case of volunteers.

## 6. 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.
- WFCT staff, trustees and volunteers are expected to behave appropriately, and in ways that are consistent with WFCT's values and policies, both online and in real life.
- They should:
  - Be aware that any information made public could affect how people perceive WFCT.
  - Staff, trustees and volunteers who have a personal blog or website which indicates in any way that they work at/volunteer for WFCT should discuss any potential conflicts of interest with the **Chief Officer**.
  - Use common sense and good judgement. Be aware of your association with WFCT and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, fellow trustees/volunteers, partners and funders.
  - If a staff member, trustee or volunteer is contacted by the press about their social media posts that relate to WFCT, they should talk to the **Chief Officer** and/or **marketing trustee** immediately and under no circumstances respond directly without approval.
  - When representing WFCT, staff, trustees and volunteers are expected to hold WFCT's position of party-political neutrality. Those who are politically active in their spare time need to be clear in separating their personal political identity from WFCT and understand and avoid potential conflicts of interest.
  - Never use WFCT's logo unless approved by the **Chief Officer** or **marketing trustee**.
  - Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time. When you are using social media sites at work, it is important that you do so safely.
  - Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.
  - We encourage staff, trustees and volunteers to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support WFCT and the work we do. Where appropriate, and using the guidelines within this policy, we encourage this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please

highlight this to the **Chief Officer** and/or **marketing trustee** who will respond as appropriate.

## 7. Further Guidelines

- **Libel.** A false written statement that is damaging to a person's reputation is published online or in print. Whether staff, trustees or volunteers are posting content on social media as part of their role or in a personal capacity, they should not bring CTWF into disrepute by making defamatory comments about individuals or other organisations or groups.
- **Copyright Law.** It is critical that all staff 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 staff, trustees or volunteers make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that WFCT is not ready to disclose yet. For example, a news story that is embargoed for a particular date.
- **Discrimination and Harassment.** Staff, trustees and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official WFCT social media channel or a personal account. E.g.:
  - making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
  - using social media to bully another individual
  - posting images that are discriminatory or offensive or links to such content
- **Protection and Intervention. The responsibility for measures of protection and intervention lies first** with the social networking site itself. For more information, refer to the guidance on the social networking site itself. However, if a staff member, trustee or volunteer considers that a person/people is/are at risk of harm, they should report this to the **Chief Officer** or **marketing trustee** immediately.
- **Responsibilities and Beach of Policy.** Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of WFCT must be treated seriously and with respect. Breaches of policy may incur disciplinary action. Anyone who is unsure whether something they propose to do on social media might breach this policy, should seek advice from the **chief officer** or **marketing trustee**.
- **Public Interest Disclosure.** Under the Public Interest Disclosure Act 1998, if a staff member, trustee or volunteer releases information through WFCT's social media channels that is considered to be in the interest of the public, WFCT's Whistleblowing Policy must be initiated before any further action is taken.

**Approved by Trustees: June 2026**

**Review Due: June 2027**