

Create a social media policy template based on [Charity Commission checklist](#)

Start by considering the following:

Why are we using social media?

- We are using social media to (select and add):
 - o Communicate information about our activities and events
 - o Ask people for their views
 - o Provide a forum for discussion
 - o Fundraise
 - o Champion our work
 - o Raise awareness of our organisation

Which platforms do we use?

- Who decides, and using what criteria?
- Do you want the management committee to agree to each social media platform opened in the group's name?
- Who is our audience? If we work with children or adults at risk of abuse we should consider social media in our safeguarding policy. The [NSPCC](#) have guidance for those working with children and [UK Safer Internet Centre](#) have advice about key social media platforms and apps.

Who will manage our social media channels?

- Who will post; what is considered suitable content, and how often will we post? [Facebook example rules](#) are a good place to start. Facebook also offers some useful guidance around [how to manage a Facebook group](#).
- How will we manage the security of our accounts?
 - o Who will have access to passwords? For example, you should change the access password when someone with access leaves your organisation and make sure your password is hard to guess to avoid others with malevolent aims gaining access.
 - o More than one person should have access to the account to provide protection in the event of an issue occurring, or in the event of unexpected absence of the person who usually manages the platform.
 - o Who do you want to have overall admin rights of the account?
 - o Who will have the power to manage content and how? This should be reflected in your rules.
 - Decide which comments to respond to and how?
 - How will you decide what you like or reshare?
 - How will you decide what should be deleted?
 - o If running a Facebook group, you can set it up with a built-in approval process. New members must be approved before they can join, and posts have to be approved before they are published. This is probably not an option

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for a busy site. In which case you can set up alerts and filters including a profanity filter or block certain phrases.

How will we ensure that content on our social media platforms is compliant with our other policies?

- Ensure your rules reflect your policies
- Identify overlapping policies and incorporate key elements into this policy:
 - o Safeguarding – how will you protect vulnerable people
 - o Code of conduct – this should include guidance on interactions between volunteers and clients
 - o Cybersecurity
 - o Risk – consider your risk strategy

What will we do if something goes wrong on our social media?

- What sort of scenarios might occur?
- What would we do first and who needs to be involved?
- What constitutes a [serious incident](#)?
- Crisis checklist
 - i) Pull together the available facts and alert leadership team and whoever heads up on communications
 - ii) They decide:
 - (1) on whether to escalate this to alert other staff and volunteers and wider stakeholder groups. Do these groups need to be prioritised and messages customised depending on potential impact?
 - (2) Consider whether to prepare or distribute a holding statement to the media
 - iii) Put in place a clear chain of command to manage the ongoing situation
 - iv) Manage expectations, put in place timeframes and deliver any promised responses even if they are inconclusive.

Outline Social Media Policy for Volunteer led groupsⁱ

At [Your Organisation], we use social media to connect with the community. Whether you're involved in our work or part of our volunteer team, it's crucial to have guidelines for using social media responsibly.

Why We Have This Policy:

- Encourage responsible social media use.
- Remind everyone that we represent the organisation online.
- Ensure our social media use aligns with legal and ethical standards and our own policies and procedures particularly those relating to safeguarding, our code of conduct and data protection.

Who This Policy Covers:

This policy is for volunteers. If your organisation has staff, consultants, and contractors they should have a separate policy. Staff policies will reference relevant legally binding contracts.

Scope of the Policy:

- Covers all social media use, including Facebook, YouTube, Twitter, Instagram, LinkedIn, WhatsApp and blogs.
- Links to other policies, ensuring consistency.

Management of social channels

The organisation should agree on the rules they wish to put in place relating to tone and content of social media posts, both by the person managing the account content, and third parties, including the right to remove posts and block participants who breach these rules.

The organisation should ensure secure passwords are in place and these should be changed when a password holder leaves the organisation. The group will review the privacy settings for each platform including putting in place any necessary filters or alerts provided by the platform.

The organisation will appoint named administrators (who have complete control) for each social media platform and may also appoint moderators (who have more limited control) but can respond to and remove posts which breach the agreed rules.

Please adapt this sample document according to your actual working practices, so that it accurately describes them whilst reflecting relevant good practice and legal issues. Please also note that we are not able to accept responsibility for the use of this document by another group or organisation.

Guidelines for Responsible Use:

- Protect our reputation; don't post negative comments.
- Be cautious about what you share; it's not always private.
- Obtain consent before posting images or text on social media.
- Do not interact via social media with clients of this organisation, any pre-existing links should be discussed with your supervisor.
- No tagging of vulnerable adults or those under 18.
- Don't link personal social media to the organisation'sⁱⁱ. } Don't set up work-related social media without approval.
- Clarify that your views don't represent the organisation's.
- Use the organisation's email only for specific roles.
- Secure your social media settings and respect confidentiality.
- Avoid posting comments about sensitive topics; or political posts, they could harm our reputation.
- Report content that harms our reputation to your supervisor or the Communications Manager.
- Confidential information and business contacts must be treated with care.

Commented [LG1]: There is an exception here, as to be an admin of a Facebook page, it usually has to be linked to the users personal account. It's a bit of a grey area.

Commented [CT2R1]: Could we add this as a footnote?

Commented [LG3R1]: Good idea. Basically every Facebook 'page' created has to be linked to a profile. Either organisations can link their page to an existing profile, which may be someone's personal profile, or they could create a profile specifically for that purpose. However, even if they create a new profile, admins can still be linked to their own personal Facebook accounts in order to manage the page, so there is a need to be extra careful about ensuring they post personal content on their own account, not on that of the organisation.

This explains the differences between profiles, pages and groups:

<https://www.facebook.com/help/337881706729661>

Responding to negative incidents

Organisations are required to consider how they will respond to negative incidents.

Crisis checklist

- Pull together the available facts and alert the leadership team and (((named person – if you have someone heading up on communications)))
- They decide:
 - on whether to escalate this to alert wider stakeholder groups. Do these groups need to be prioritised and messages customised depending on potential impact? For example, if the incident relates to an accusation that the group is misusing funds a key stakeholder would be any funder.

CCVS CT v2 social media policy guidance for volunteer led groups

- Consider whether to prepare or distribute a holding statement to the media. Consider creating a contact list of key stakeholders and local media.
- Put in place a clear chain of command to manage the ongoing situation
- Manage expectations, put in place timeframes and deliver any promised responses even if they are just to let people know you are still investigating.

Policy Dated: [Insert Approval Date]

Review Date: 2 years after the policy date.

ⁱ Adapted from Voluntary Action South Lanarkshire [template](#) & Charity Commission guidance Sept 23

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