

Social Media Policy

Adopted by Trustees 20/03/26

1. Aim of the policy

- Provide guidance to staff, trustees and volunteers on the responsible use of social media.
- Protect our people, our mission, and our reputation, while recognising the importance of free expression and civic engagement.
- Ensure that the use of and content shared through social media, both through organisational channels and personal channels of our teams, is safe and in line with our values.

2. Key Principles & Definitions

We are a values-driven organisation. These values should underpin our online presence, both as an organisation and as individuals representing or connected to it.

We recognise that many of our team members are active citizens involved in various organisations, causes and communities. This policy is not intended to limit personal expression but to support clarity, respect, and accountability.

For the purposes of this policy, social media refers to any digital platform, application, or tool that enables individuals or organisations to create, share, or exchange content and engage in social networking. This includes, but is not limited to:

- Social networking sites (e.g. Facebook, LinkedIn)
- Microblogging platforms (e.g. X/T, Threads, Blue Sky)
- Video and photo sharing platforms (e.g. Instagram, YouTube, TikTok, Snapchat)
- Blogging platforms and comment sections (e.g. Medium, Substack, Wordpress)
- Messaging or chat apps with public or group features (e.g. WhatsApp, Slack, Telegram)
- Online forums or discussion boards (e.g. Discord, Reddit)

This policy applies regardless of whether the content is shared publicly or privately, and whether accessed on work or personal devices.

3. Permitted Users

Only staff or designated volunteers may post or comment on behalf of CCF on official channels. Volunteers will only be granted temporary access to online communication channels (for example to do live updates from events or talk about a project they are volunteering on). Those with access must follow the procedures to secure their personal social media accounts (how staff access the CCF accounts) and the

General Manager is responsible for ensuring that access to CCF owned accounts is in line with the IT Security Policy.

4. Acceptable Use

Those with access to CCF accounts must:

- Not post anything that would violate GDPR regulation and/or CCF's Data Privacy Policy or Safeguarding Policy.
- Align messaging with our values and strategic priorities
- Where feasible, attempt to obtain permission before posting photographs of identifiable individuals from events or projects. This can be done by asking people to tick a box or put their name on a sheet when they sign in for events and is highly encouraged. You could also place a sign by the entrance to let attendees know if photos are being taken and to let an organiser know if they do not want to be in any. It is useful if you give attendees some kind of signifier (a coloured sticker on their name tag) in case photos are taken of them to flag that they should not be posted.
- Not engage in arguments or "pile-ons" online
- If critiques are made to move strategic priorities forward, ensure that these are aimed at policies or institutions not specific people and/or personal attributes

All staff are encouraged to share and amplify organisational content, especially campaign or advocacy work, using their discretion.

5. Use of Personal Channels

We understand many employees have social media accounts and encourage you to continue to use them in a personal capacity. Use of social media by employees is encouraged if it is done in a professional and responsible manner, does not otherwise violate CCF's policies, is not detrimental to CCF's best interests, and does not interfere with your regular work duties.

Our Data Protection Policy also applies to social media use. This means you must not share any confidential information, or any other sensitive information, when posting.

Please:

- Avoid any social media activity that could harm CCF's image, reputation, or relationships including those with staff, trustees, partners, or volunteers. Similarly, do not post any discriminatory, disparaging, defamatory, or harassing comments, as well as anything that would breach CCF's other policies.
- Do not engage in conversations involving personal or sensitive data on social media platforms.
- Follow best practice in securing your information online to manage the risk of your private information falling into the wrong hands.

6. Online Safety

CCF is committed to supporting the safety and wellbeing of everyone on our team. If you are experiencing online harassment, please report this to the General Manager and we will do our absolute best to support you. Online SOS, The Cyber Helpline, and House of Commons Library have resources available if you want to explore further support and guidance on online safety.

7. Communication and Training

- All employees will be made aware of the social media policy.
- All staff will also be made aware of their own responsibilities in implementing the policy actions in line with their role.
- Trustees will ensure the policy is appropriate and effective and that actions are implemented.
- Designated social media users of company accounts will receive a walk-through from a member of staff on the use of the channels and this policy. Further training can be made available as necessary.

8. Reviewing and monitoring

Trustees are responsible for reviewing the social media policy. To ensure it stays relevant, this policy will be reviewed every year.

End