

# Social Media Policy

Issue 2. February 2025



## **The Margaret Adcock Foundation**

Registered Charity Number 1205889  
135 Foss Road, Hilton, Derbyshire, DE65 5BJ.

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Trustees: David Adcock, Lyn Adcock, Helen Powell.

The Margaret Adcock Foundation is a Charitable Incorporated Organisation governed by a Constitution which established the objects and powers of the charity. The Foundation entered the Register of Charities on 24th November 2023 with Registered Charity Number 1205889.

# Social Media Policy

## 1. Purpose

This policy provides guidelines for the responsible use of social media by staff, volunteers, and Trustees of The Margaret Adcock Foundation. It aims to protect the charity's reputation, ensure compliance with relevant laws, and promote effective communication with our audience.

## 2. Scope

This policy applies to:

- All employees, Trustees, and volunteers of The Margaret Adcock Foundation.
- Social media platforms used on behalf of the charity, including but not limited to Facebook, Twitter (X), Instagram, LinkedIn, YouTube, and TikTok.
- Personal social media use that may impact the charity's reputation.

## 3. Principles

The Margaret Adcock Foundation is committed to:

1. Maintaining a positive, respectful online presence.
2. Ensuring consistency with the charity's values and objectives.
3. Complying with relevant legislation, including the Data Protection Act 2018 and UK GDPR.
4. Protecting the privacy and safety of beneficiaries, staff, and stakeholders.

## 4. Official Use of Social Media

### 4.1 Authorized Users

Only designated staff or volunteers are authorized to post on official charity accounts. These individuals must:

- Receive training on this policy and social media best practices.
- Seek approval for sensitive or high-risk content from a manager or Trustee.

### 4.2 Content Guidelines

When posting on behalf of the charity:

- Use respectful and inclusive language.
- Ensure accuracy and fact-check all information before sharing.
- Avoid content that is discriminatory, political (unless directly related to the charity's mission), or controversial.
- Obtain written consent before sharing images or personal information of beneficiaries, staff, or volunteers.

### 4.3 Security

- Use strong, unique passwords for all social media accounts.
- Update passwords regularly and share access only with authorized users.
- Monitor accounts for unauthorized activity and report incidents immediately.

## 5. Personal Use of Social Media

Employees, volunteers, and Trustees are encouraged to act responsibly on social media. Personal use should:

- Avoid sharing confidential charity information.
- Not reference the charity in a way that could harm its reputation.
- Clearly state that personal views are their own when discussing topics related to the charity or its work.
- Adhere to the charity's Code of Conduct and avoid posting offensive, discriminatory, or inappropriate content.

## 6. Safeguarding and Confidentiality

- Do not share personal or sensitive information about beneficiaries, donors, staff, or volunteers without explicit consent.
- Avoid direct private communication with vulnerable beneficiaries on social media.

## 7. Crisis Management

In the event of a social media crisis (e.g., negative comments, misinformation, or a data breach):

1. Inform the designated manager or Trustee immediately.
2. Do not engage publicly without approval.
3. Follow the charity's communication plan for managing crises.

## 8. Legal Compliance

Ensure all social media activity complies with relevant laws, including:

- Data Protection Act 2018: Protecting personal data shared online.
- Copyright Laws: Avoiding unauthorized use of copyrighted content.
- Defamation Laws: Ensuring posts do not harm someone's reputation unlawfully.

## 9. Monitoring and Enforcement

- The charity reserves the right to monitor official social media accounts to ensure compliance.
- Non-compliance with this policy may result in disciplinary action for staff or termination of volunteering arrangements.

## 10. Training and Support

The Margaret Adcock Foundation will provide training and resources to ensure staff, Trustees, and volunteers understand how to use social media effectively and responsibly.

## 11. Review and Updates

This policy will be reviewed annually or in response to significant changes in social media platforms, laws, or the charity's operations.

### Approval and Acknowledgment

This policy has been approved by the Board of Trustees. All staff, Trustees, and volunteers must adhere to its principles and procedures.

#### Approved By:

- Chair of Trustees: D. Adcock \_\_\_\_\_
- Date: February 2025 \_\_\_\_\_

#### Policy Review Date:

- Next Review: November 2025 \_\_\_\_\_