



# Social Media Policy

## Document history

Process	Date
Author: Judi Coe	24 August 2024
Trustee Approval	9 February 2026
Next review due	9 February 2027

**Policy statement:** Sew Positive uses social media to connect with the community. Whether you're involved in our work or part of our volunteer team, these are crucial guidelines for using social media responsibly.

We have this policy to encourage responsible social media use and to remind everyone that we represent the organisation online. It aims to ensure our social media use aligns with legal and ethical standards and links to our own policies and procedures, particularly those relating to safeguarding, our code of conduct and data protection.

## Scope

The policy covers all social media use, including Facebook, YouTube, Instagram, LinkedIn, WhatsApp, Linktree, blogs and any future social media channels. The board of Trustees will agree to each social media platform opened in the group's name.

## Why are we using social media?

We are using social media to

- Communicate information about our activities and events
- Ask people for their views
- Provide a forum for discussion
- Fundraise
- Champion our work
- Raise awareness of our organisation.

## Management

The Trustees will agree to the rules 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. Privacy settings will be reviewed 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.

Facebook offers some useful guidance around [how to manage a Facebook group](#) and [Facebook example rules](#) are a good place to start.

## 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
- No tagging of vulnerable adults or those under 18
- Don't link personal social media to that of the organisation
- Don't set up work-related social media without approval
- Clarify that your views don't represent those of the organisation
- 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 the CEO or Chair
- Treat confidential information and business contacts with care.

## Responding to negative incidents

Organisations are required to consider how they will respond to negative incidents. See our response procedure (crisis checklist) below.

### **Managing account security**

- We should change the access password when someone with access leaves the organisation. Make sure the password is hard to guess to avoid others with malevolent aims gaining access
- 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
- The CEO has overall admin rights of the account, with named individuals also having the power to initiate and manage content.

The CEO (and in crisis circumstances, the Chair of Trustees) will:

- Decide which comments to respond to and how
- Decide what to like or reshare
- Decide what should be deleted.

### **Compliance with other policies**

Our rules reflect our policies, including but not confined to:

- Safeguarding – how we protect vulnerable people
- Code of conduct – including guidance on interactions between volunteers and participants
- Continuity Policy.

### **Crisis checklist**

If something goes wrong, we will pull together the available facts and alert the Chair of Trustees, the wider Trustee team if necessary and the Trustees who head our communications. They will decide whether to escalate this to alert other staff and volunteers and wider stakeholders to

- Decide which groups need to be prioritised and messages customised depending on potential impact
- Consider whether to prepare or distribute a holding statement to the 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 inconclusive.