**Social Media Policy**

*[Organisation Name]*

**1. Introduction**

At [Organisation Name], we recognise the value of social media in promoting our mission and engaging with our volunteers, supporters, and the wider community. This policy provides guidelines to ensure responsible and positive use of social media by all individuals involved with our organisation.

**2. Scope**

This policy applies to **all staff, volunteers, trustees, and representatives** of [Organisation Name] when using social media in a professional or personal capacity that may reflect on the organisation.

**3. General Principles**

* Always **communicate respectfully** and professionally.
* **Do not share confidential or sensitive information** about the organisation, its beneficiaries, or stakeholders.
* **Clearly distinguish personal opinions** from those of the organisation.
* Avoid posting any content that is **discriminatory, offensive, or harmful**.
* Be mindful of **privacy laws and data protection regulations**, including the UK **GDPR**.

**4. Official Social Media Use**

* Only **authorised personnel** may post on behalf of [Organisation Name].
* Content should align with our **mission, values, and branding**.
* **Moderation of comments and engagement** should ensure respectful interactions.

**5. Personal Social Media Use**

* Volunteers and staff may **mention their involvement** with [Organisation Name] but must avoid implying official representation unless authorised.
* **Use disclaimers** when expressing personal opinions, e.g., *“The views expressed are my own and do not reflect those of [Organisation Name]”*.
* Do not engage in **arguments or controversial discussions** that could negatively impact the organisation’s reputation.

**6. Protecting Our Community**

* **Report inappropriate or harmful content** that could affect our organisation or its members.
* Maintain **cybersecurity awareness** to protect against scams and misinformation.
* Respect the **privacy and consent** of individuals before posting images or personal details.

**7. Consequences of Policy Violations**

Failure to adhere to this policy may result in appropriate actions, including:

* A **formal discussion** or reminder of the guidelines.
* Temporary or permanent **restrictions on social media engagement** within the organisation.
* In serious cases, **termination of volunteer/staff involvement**.

**8. Review and Updates**

This policy will be reviewed **annually** to ensure compliance with changing laws and best practices in digital communication.

**Approved by:** [Name/Position]
**Effective Date:** [DD/MM/YYYY]