



## **Social Media Policy**

Social media use by the charity is for the purpose of promoting and informing the activities we undertake on behalf of our members and the wider local community. This policy is designed to ensure that social media is used for the intended purpose.

### **Employees, Volunteers and Members of the Board of Trustees.**

We recognise that many people make use of social media in a personal capacity outside working hours. Whilst you are not acting on behalf of the charity, you must be aware that you can damage our reputation if you are recognised as being one of our employees, volunteers, or members of the board of trustees.

You are allowed to say that you are associated with us, and we recognise that it is natural for you sometimes to want to discuss your work on social media. However, your online profile (for example, the name of a blog or a Twitter name) must not contain the charity name.

You should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying or social media activity causing serious damage to our charity and reputation, may constitute gross misconduct and lead to summary dismissal or removal from the charity.

### **Data Protection Act 2018 (GDPR)**

From time to time, the charity will post pictures of individuals associated with the club. This is to support our message of positivity around the work we do. Anyone having their image used in any capacity must give consent to the club prior to any image being posted on social media. Failure to do this is against the law and could be punished with a fine or loss of charitable status.

The full rights of individuals is listed below:

- Be informed of how your personal data is being used.
- Access personal data.
- Have incorrect data updated.

- Have data erased.
- Stop or restrict the processing of your data.
- Data portability. (Allowing you to get and refuse your data for different purposes. Such as, “I am ok to post on Instagram but not Facebook”)
- Object to how your data has been used.

### **Authorised people:**

It is an important element of our social media policy to impose restrictions on who can post or upload to our social media sites. This minimises the potential for inappropriate posting onto the sites we utilise.

Below are the individuals authorised to post on behalf of the charity and club.

**Sharon Turner**

**Samantha Smith**

**Jemma Dudley**

**Zita Lewis**

***Additional people who may be authorised to post on our social media in the future must be approved by the board of trustees and this document changed to reflect the changes.***

### **Social Media Platforms.**

The charity currently uses two social media platforms, these are Facebook and Instagram. The charity also has a website, and this is also included in the social media policy.

Any additional social media platforms can be used, however the board must approve this in advance.

### **Complaints Procedure.**

If anyone associated with the charity is unhappy with how their data has been used, they can follow the complaints procedure. (See complaints policy and procedure).

If the complaint is not resolved to the satisfaction of the complainant, they have further recourse to resolve the complaint.

They can write to the Information Commissioner detailing their complaint, what the charity response to their complaint is and how they feel their complaint can be resolved.

If anyone is unhappy with how their data has been used, and they have spoken to the charity and/or board of trustees, complaints can be made.

The below is the address for all correspondence regarding a complaint around data protection.

**Information Commissioners Office**

**Wycliffe House, Water Lane**

**Wilmslow**

**Cheshire**

**SK9,5AF.**