



1. Purpose

This policy provides guidance on the responsible and appropriate use of social media on behalf of Spread Some Sunshine Charity. It aims to protect the charity's reputation, ensure consistent messaging, safeguard supporters and beneficiaries, and support positive engagement online.

2. Scope

This policy applies to:

- Trustees
- Staff
- Volunteers
- Contractors and third parties acting on behalf of the charity

It also applies where personal social media use may reasonably be connected to the charity or could affect its reputation.

3. Objectives of Social Media Use

Spread Some Sunshine Charity uses social media to:

- Raise awareness of its charitable purposes
- Share positive stories and impact
- Promote fundraising activities and events
- Engage respectfully with supporters and the wider community

4. Governance and Responsibility

- Trustees have overall responsibility for the charity's social media presence.
- Day-to-day management may be delegated to named individuals.
- All official accounts must be approved by the trustees.
- Access to accounts must be controlled securely, and login details kept confidential.

5. Acceptable Use

When posting on behalf of Spread Some Sunshine Charity, individuals must:

- Act in the charity's best interests at all times
- Ensure content is accurate, respectful, and appropriate
- Use inclusive and non-discriminatory language
- Protect confidential, sensitive, and personal information
- Obtain appropriate consent before sharing images or stories involving individuals

6. Safeguarding and Privacy

- Images, videos, or personal stories of beneficiaries (including children or vulnerable adults) must not be shared without informed consent.
- Personal data must be handled in line with data protection legislation.
- Location data or identifying details must not be shared if it could place someone at risk.

7. Professional Conduct

- Social media must not be used to post offensive, abusive, defamatory, or misleading content.
- Political statements, personal opinions, or controversial views must not be expressed on behalf of the charity.
- Disagreements or criticism should never be escalated publicly.

8. Fundraising and Communications

- Fundraising content must be honest, transparent, and aligned with the charity's Ethical Fundraising Policy.
- Claims about impact or need must be accurate and supportable.
- Donation requests must not apply pressure or exploit vulnerability.

9. Personal Social Media Use

- Trustees, staff, and volunteers are encouraged to support the charity positively online.
- Individuals must not present personal opinions as those of the charity.
- Where personal accounts reference involvement with the charity, users should ensure their conduct does not damage the charity's reputation.

10. Managing Comments and Engagement

- Comments and messages will be monitored regularly.
- The charity reserves the right to remove content that is offensive, abusive, discriminatory, or misleading.
- Legitimate concerns or complaints raised via social media will be acknowledged and directed to the appropriate complaints procedure.

11. Crisis Communications

A crisis may include (but is not limited to) safeguarding concerns, serious complaints, misinformation, negative media attention, data breaches, or incidents that could damage the charity's reputation.

During a crisis:

- All social media activity will be paused, unless approved by the Chair of Trustees or a designated trustee.
- Only authorised individuals may post or respond on behalf of the charity.
- Messaging will be coordinated, factual, calm, and proportionate, avoiding speculation or defensiveness.
- Confidential, personal, or safeguarding-related information will never be shared online.
- Where appropriate, the charity will acknowledge issues publicly and provide clear next steps.

Social media must not be used to:

- Debate allegations or complaints publicly
- Assign blame
- Respond emotionally or defensively

12. Breaches of the Policy

- Any breach of this policy may result in removal of social media access and may lead to further action in line with the charity's disciplinary or governance procedures.
- Serious breaches will be reported to the trustees.

15. Review

This policy will be reviewed regularly to ensure it remains relevant and effective.

Approval and Review

Approved by: Board of Trustees, Spread Some Sunshine Charity

Date of Approval: January 2026

Policy Owner: Board of Trustees

Review Frequency: **Every** 2 years *(or sooner if required)*

Next Review Date: January 2028