

Social Media Policy for Reuse Littleborough

1. Purpose

This policy outlines the expectations and guidelines for the use of social media at Reuse Littleborough. It applies to staff, volunteers, trustees, and anyone representing the charity online, ensuring that all online activity reflects our mission and values.

2. Scope

This policy applies to:

- Official social media accounts managed by Reuse Littleborough
- Personal social media accounts where individuals identify themselves as being associated with the charity or where the charity may be affected by the content

3. Objectives

- To promote the charity's activities, events, and positive impact
- To engage with the community and stakeholders
- To safeguard the charity's reputation
- To ensure consistent messaging and tone

4. Responsibilities

- **Social Media Administrators:** Appointed individuals responsible for posting on and managing official accounts.
- **Staff and Volunteers:** Expected to adhere to the policy when posting about the charity.
- **Trustees:** Expected to model appropriate behavior and ensure compliance.

5. Guidelines for Official Accounts

- **Tone and Language:** Be respectful, inclusive, and community-focused. Avoid political or controversial topics.
- **Accuracy:** Ensure information is factual and up to date. Correct errors promptly.
- **Photos and Videos:** Gain consent before sharing identifiable images of individuals, especially minors.
- **Engagement:** Respond to comments and messages in a timely, courteous manner.
- **Confidentiality:** Do not share sensitive information about clients, donors, or internal operations.

6. Personal Use

- Be clear when expressing personal opinions that you are not speaking on behalf of Reuse Littleborough.
- Avoid posting anything that could bring the charity into disrepute.

- Do not disclose confidential or sensitive charity information.
- Report any concerning content or online harassment to a manager or trustee.

7. Prohibited Content

The following must never be posted:

- Discriminatory or offensive content
- Defamatory or misleading statements
- Confidential information
- Images without consent
- Political endorsements

8. Crisis Management

In the event of a social media issue or negative publicity:

- Direct any media or public inquiries to the designated spokesperson
- Do not engage in arguments or speculation online
- Document and report any breaches or incidents

9. Policy Breach

Breaches of this policy may result in:

- Removal of posting privileges
- Formal warnings
- Removal from volunteer or staff roles (if applicable)

10. Review

This policy will be reviewed annually by the trustees to ensure it remains relevant and effective.