



Social Media Policy

Purpose

The purpose of this policy is to provide clear guidance for the appropriate, lawful and effective use of social media by employees, trustees, volunteers and supporters associated with Blackdown Support Group Charity (BSG). Social media should support BSG's charitable purposes, strengthen public trust, protect the reputation and safety of the charity and the people it supports, and help BSG engage positively with its community.

General Statement of Policy

This policy applies to all official BSG social media accounts and to any social media activity carried out on behalf of the BSG. It also sets expectations for employees, trustees and volunteers when using personal accounts in a way that could affect BSG's reputation or charitable work.

Authorised Users

Only authorised Social Media Administrators, or other individuals specifically approved by BSG, may post, comment, share or respond on official BSG social media channels.

Account access must be limited to those who need it, protected with strong passwords and multi-factor authentication where available, and removed promptly when a person leaves or changes role. Personal accounts must not be used to make official announcements unless approved by BSG.

BSG commits to:

1. Content Creation and Sharing

Content shared on official channels must support BSG's charitable purposes, services and values. Posts must be accurate, respectful, relevant, inclusive and written in a tone that reflects the charity.

2. Engagement and Interaction

The BSG will endeavour to:

- engage followers in a positive, helpful and professional manner and respond to messages, comments and enquiries as promptly as resources allow;
- encourage constructive dialogue and community participation while avoiding arguments, personal disputes or comments that could escalate harm.

3. Confidentiality, Privacy and Consent

No confidential, sensitive or personal information about service users, volunteers, trustees, employees, donors, supporters or partner organisations may be posted without a clear lawful basis and appropriate permission. Written consent must be obtained and recorded before publishing identifiable images, videos, stories or personal information, and consent may be withdrawn at any time.

Where social media is used to collect personal data, run campaigns, contact supporters, manage events, fundraise or use direct messaging, BSG will comply with UK GDPR, the Data Protection Act 2018, PECR (Privacy and Electronic Communications Regulations) and any applicable updates, including opt-out requirements for charity electronic marketing. Personal data must be handled in line with BSG's privacy notices and data protection procedures.

4. Quality, Accessibility and Consistency

BSG will maintain a consistent tone and voice across platforms, proofread posts for accuracy and professionalism, and make reasonable efforts to ensure content is accessible.

5. Monitoring, Moderation and Online Safety

BSG will:

- regularly monitor official social media channels for inappropriate, harmful, abusive, discriminatory, misleading, spam or safeguarding-related content;
- hide, remove, report or escalate content promptly where it breaches this policy, platform rules, the law, safeguarding expectations or BSG's values;
- refer any safeguarding concern, threat of harm, data breach, serious complaint or reputational risk to the appropriate BSG lead without delay.

6. Crisis Communication and Serious Incidents

In an emergency, complaint, safeguarding matter, data incident, media issue or other crisis, BSG will follow its internal communication, safeguarding, data protection and serious incident procedures before publishing or responding publicly.

7. Legal and Regulatory Compliance

BSG will comply with relevant legal and regulatory requirements, including charity law and Charity Commission guidance, UK GDPR, PECR and the Data Protection Act 2018.

8. Reporting Concerns

Anyone using social media platforms on behalf of BSG must report suspected breaches of this policy, harmful content, safeguarding concerns, data protection issues, complaints or reputational risks to the Social Media Administrator and, where appropriate, the Blackdown Support Manager, Chair or safeguarding lead. Concerns or disputes should be addressed professionally, privately and in line with BSG procedures.

9. Point of Contact

For any social media-related queries or issues, please contact the Social Media Administrator or Blackdown Support Manager on: 01823 681036 or contact@blackdownsupportgroup.org.uk

Approved by Committee on: July 2026

Signed by Chairman:



Next Review Date: July 2028