



## **Social Networking Policy**

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### **Policy Statement**

Social media can bring significant benefits to Play Inclusion Project, particularly from building relationships with current and potential service users.

However, it is important that employees who use social media within the charity do so in a way that enhances the charity's prospects. A misjudged status update can generate complaints or damage the charity's reputation. There are also security and data protection issues to consider.

This policy outlines how social media can be used safely and effectively.

### **Policy Scope**

This policy applies to all employees, volunteers, trustees and contractors at Play Inclusion Project who use social media whilst working – no matter whether for business or personal reasons. It applies no matter whether that social media use takes place on company premises, whilst travelling for business, delivering activities or whilst working from home.

Social media sites and services include but are not limited to:

- Popular social networks like Facebook and X and Snap Chat
- Online review websites like Reevoo and Trustpilot
- Sharing and discussion sites like Delicious and Reddit
- Photographic social networks like Instagram and Flickr
- Question and answer social networks like Yahoo Answers and Quora
- Professional social networks like LinkedIn

### **Responsibilities**

Play Inclusion Project has a firm commitment to safeguarding children and young people in all aspects of its work. This policy sets out the key principles and code of conduct expected of all employees, volunteers and service users in respect to social networking. Everyone who operates Play Inclusion Project's social media accounts has a responsibility for implementing this policy.

### **General Social Media Guidelines**

Play Inclusion Project recognises that social media offers a platform to perform marketing, stay connected with families, and build its profile online. Social media is

also an excellent way for staff to make useful connections, share ideas, and shape discussions.

### Basic Advice

Regardless of which social networks employees are using, or whether personal or business accounts, following these simple rules helps avoid common pitfalls:

- Know the social network: Familiarise yourself with the site, read FAQs, and understand what is acceptable.
- If unsure, don't post it - consult the CEO if uncertain.
- Be thoughtful and polite - use the same courtesy as in emails.
- Look out for security threats - be aware of phishing, spam, and malware.
- Don't make promises without checking - confirm with CEO before committing on behalf of the charity.
- Handle complex queries via other channels - move detailed enquiries to email or phone.
- Don't escalate things - take time to think before responding.

### Use of Company Social Media Accounts

Only authorised users, approved by the CEO, may use Play Inclusion Project's social media accounts. New accounts must not be created without approval. Accounts should be used consistently with the charity's strategy, avoiding inappropriate content or any activity that could bring the charity into disrepute.

This part of the policy covers all use of social media accounts owned and run by Play Inclusion Project.

### Safe, Responsible Social Media Use

Users must not:

- Create or transmit defamatory or inappropriate material.
- Post content that could offend based on race, age, gender, religion, disability, sexual orientation, or other protected characteristics.
- Use social media for illegal activities or harassment.
- Discuss colleagues, competitors, service users, or volunteers without approval.
- Post images of service users or staff without consent.

### Safeguarding

- Staff and volunteers must not communicate with children or young people via social media.
- Any inappropriate communication should be reported to the CEO immediately.

- Children accessing social media during Play Inclusion Project activities must be supervised.
- Staff must not use personal accounts to communicate with service users.

### **Copyright**

- Do not publish copyrighted material without permission.
- Do not share illegal copies of music, films, or software.
- The charity's name, logo, or materials may only be used on authorised accounts.

### **Security and Data Protection**

- Do not disclose confidential or sensitive information.
- Be cautious of identity fraud and avoid sharing personal information that may compromise safety.
- Maintain confidentiality at all times.

### **Potential Sanctions**

- Any breaches of this policy will be investigated fully.
- Breaches may result in action under the Disciplinary Procedure.
- Serious breaches are considered disciplinary offences and contrary to the charity's ethos.
- Appropriate action will be taken to protect the charity's reputation and those linked to it.