SalGO Assist Social Media Policy

Purpose
The purpose of this policy is to provide clear guidelines for SalGO Assist (charity no 110118), trustees and volunteers on the responsible and effective use of social media. It is designed to protect the charity's reputation, ensure legal compliance, and foster positive engagement with the public, supporters, and beneficiaries.
SalGO Assist has a website and a Facebook account which it uses to share news with supporters and to encourage people to become involved in its work. Trustees use a WhatsApp group.

Scope
This policy is intended for all trustees and volunteers of SalGO Assist. Before engaging in social media activity, you must read this policy, which contains guidance that will help you adhere to our standards.

Guidelines

1. Social Media Principles
- **Respect**: Always communicate in a respectful, professional, and inclusive manner and ensure all social media activity reflects SalGO Assist's values. Avoid any posts that could be considered offensive, discriminatory, or inflammatory.
- **Transparency**: When engaging in social media on behalf of SalGO Assist, make it clear that you represent the charity. Use a disclaimer such as: "The views expressed here are my own and do not necessarily reflect those of SalGO Assist."
- **Accuracy**: Ensure the information you share is factual and correct. Avoid spreading misinformation. When unsure about information, verify it before posting.

2. Content Guidelines
- **Content Creation**: When creating content for SalGO Assist's social media platforms, ensure it is aligned with the charity's objectives. This includes fundraising campaigns, events, or any updates about the charity's work.
- **Branding**: Maintain consistency with the charity's branding. This includes using logos, brand colours, and appropriate tone to reflect SalGO Assist's identity.
- **Visual Content**: Obtain consent from individuals featured in photographs, videos, or other media shared online. Avoid sharing any identifiable images or details of children and vulnerable adults without written consent. Do not share sensitive personal information.

3. Engagement with Followers
- **Respectful Interaction**: Engage with followers in a professional, kind, and respectful manner. Always represent SalGO Assist in a positive light and engage in meaningful, constructive conversations.
- **Handling Negative Comments**: Respond to criticism or negative comments professionally in a calm, respectful, and constructive manner. Address concerns with empathy and try to resolve issues offline or via private messaging where appropriate. If you encounter any serious complaints or potential crises, refer to the designated social media coordinator for guidance. They can be contacted via the SalGO Assist website.

4. Safeguarding and Confidentiality
- **Confidentiality**: Do not disclose any confidential information related to SalGO Assist's operations, supporters, donors, or beneficiaries. This includes financial details, internal communications, or private data.
- **Safeguarding**: Do not share any images or personal details of children, vulnerable adults, or beneficiaries unless explicit consent has been obtained. Follow the charity's safeguarding policies to ensure the safety and privacy of individuals featured on social media.

5. Data Protection

- **Personal Data**: Ensure compliance with the Data Protection Act (2018) and the General Data Protection Regulation (GDPR) when handling personal data. Never share personal information about supporters or beneficiaries unless you have obtained consent.
- **Third-Party Data**: Respect the privacy of third parties and ensure that any data shared on social media complies with data protection laws. This includes not sharing email addresses, home addresses, or any other private information without permission.

6. Compliance and Legal Considerations

- **Legal Compliance**: Ensure all social media activity complies with relevant UK laws and regulations, including those regarding defamation, intellectual property, privacy, and advertising.
- **Copyright**: Only use images, videos, and content that you have the right to use. If you share third-party content, ensure credit and permission have been obtained.

7. Use of Personal Social Media Accounts

1. **Personal vs. Professional Accounts**: When posting about SalGO Assist on your personal social media account, make a clear distinction between your personal views and the charity's official stance. Use a disclaimer where necessary.
- **Professional Conduct**: While posting on personal accounts, avoid posting any content that could harm the charity's reputation or conflict with the charity's values. The distinction between personal and professional social media accounts should always be clear.

8. Crisis Management and Monitoring

- **Monitoring**: SalGO Assist will regularly monitor its social media channels to ensure the content is in line with this policy and to identify any potential issues early.
- **Crisis Management**: In the event of a crisis or sensitive issue arising on social media (e.g., negative publicity), alert us via the Contact page on our website so we can discuss the appropriate course of action with the trustees, ensuring it aligns with the charity's values and safeguarding its reputation.

Enforcement

All individuals who represent SalGO Assist on social media should understand and adhere to the principles outlined here. Failure to adhere to this policy may result in a review of the individual's association with SalGO Assist.

Review and Updates

This policy will be reviewed annually or whenever necessary to ensure it remains up to date with changes in legislation and best practices. Updates to the policy will be communicated to all volunteers and trustees.