



Social Media Policy – Version A.2

Purpose of Policy

This policy exists to uphold the charity's mission, protect beneficiaries, and maintain public trust. It ensures that all online activity reflects our values and complies with safeguarding and data protection standards.

This policy provides guidance and standards for Our Dementia Choir (ODC) trustees, employees, choir leaders/members, chaperones, volunteers, supporters and all other individuals working within or on behalf of ODC (hereafter collectively referred to as 'the Choir'), when using social media.

Scope

The scope of this policy covers all online web based social media activity including the use of social networking sites, online chat groups, and web pages.

Core Principles

The aim of this policy is to ensure that everyone involved in managing or dealing with social media activity;

- Communicates with integrity, empathy, and professionalism.
- Prioritises the safety and dignity of beneficiaries and choir members
- Obtains and respects consent before sharing/retaining any content.
- Uses clear, inclusive language/format that avoids unnecessary jargon.
- Be aligned with the charities vision, values and ethics.

Permissions and Accountability

- The permission to post Choir materials and respond to the communications arising from social media websites and manage social media accounts is given only to employees with assigned responsibility from the CEO.
- All promotions and communications related to the Choir's products and services can be made only by employees assigned responsibility by the CEO.
- All activities to be made on the social media channels for and on behalf of the Choir, under its name shall and should undergo the formal approval process. The responsibility of approving all requests for social media activities shall solely belong to the Social Media Administrator.



Permitted uses - Web-based Public Social Networking Sites

The Choir permits the use of web-based social networking sites under the following conditions:

- The charity management and admin team shall participate and interact on duly authorised and approved web-based social networking sites only, and shall be limited to work-related purposes, industry developments, and regulatory issues.
- Prior to and subject to the use of Choir-related web-based social networking sites, every person in the charity management and admin team must and is expected to read and understand this Policy.
- Further, the Choir reserves the right to withhold or ultimately withdraw access to charity social media account administration rights at anytime and at its own discretion.

Permitted Uses - Charity Led Social Media Accounts/Web Pages

- All the Choir's official and duly authorised social media accounts shall be clearly identified by using the Choir's brand name and logos in a manner to be duly determined by the Choir.
- All employees who manage the Choir's official and duly authorised social media accounts shall ensure that the passwords and other information for access controls are kept secure. In no event shall the passwords and other information for access controls be given to unauthorised persons.
- The content of the Choir's official and duly authorised social media accounts and all associated and incorporated intellectual property rights therein belongs solely to the Choir.

Safeguarding Standards/Consent

The following standards will apply to all social media activity;

- The charity will not post or share images, videos, or personal information of children, vulnerable adults, or service users without prior written consent from a parent, guardian, or the individual, as appropriate. Always obtain informed, written consent before publishing any individual's image, story, or personal information. These forms will be retained and stored safely.
- The charity will not post or share images, videos, or personal information of members of the public, family members, carers, volunteers without informed consent at the time of the image being taken.
- If consent is withdrawn by any individual content will be removed promptly and respectfully.
- The charity will not share identifiable details such as names, locations, routines, or circumstances that could compromise safety.
- The charity will not tag individuals in posts unless explicit permission has been granted.

Communication Standards

The charity will;



- Use plain language that is accessible to all audiences, including donors, beneficiaries, and the general public.
- Avoid technical jargon, acronyms, or insider terminology unless clearly explained.
- Ensure messaging aligns with the charity's tone of voice and values — compassionate, respectful, and inclusive.

Prohibited Conduct

The charity will not;

- Share confidential, sensitive, or proprietary information.
- Engage in public disputes or responding to negative commentary without approval from the communications team.
- Post content that could be considered discriminatory, defamatory, misleading, or harmful.

Reporting and Escalation

Any concerning or inappropriate social media activity must be reported immediately to a line manager or the designated safeguarding lead. This includes posts, messages, or interactions that may pose a risk to individuals, the charity's reputation, or its operations.

Ends

This policy was reviewed on 03/12/2025

Review period is every 3 years.

The next review date is on or before 03/12/2028