

Social Media Policy

A comprehensive guide for social media use for East Sussex Wildlife Rescue & Ambulance Service (WRAS)'s channels and for individuals using social media in a personal capacity as a representative of the WRAS.

This policy will be reviewed on an ongoing basis, at least once a year. WRAS will amend this policy, following consultations with *[add teams or titles]* where appropriate.

This policy is intended for all staff and volunteers of the charity; this includes employees, volunteers and Trustees. Before engaging in social media activity, you must read this policy, which contains guidance that will help you adhere to our standards.

Date of last review: 9 September 2025

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Introduction

What is social media?

Social media is the collective term given to web-based tools and applications which enable users to create, share and interact with content (words, images, graphics and video content), as well as network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include Facebook, X (formerly known as Twitter), LinkedIn, Instagram, YouTube, Twitch and TikTok.

Why do we use social media and what can we use it for?

Social media is essential to the success of communicating WRAS's work. It is important for designated staff and volunteers to participate in social media to engage with our audiences and stakeholders, contribute to relevant conversations, and raise the profile of WRAS's work, using the charity's corporate accounts. Some staff and volunteers may also support the charity's work using their personal accounts, and many will have social media accounts for personal use.

Building an engaged online community can lead to more significant long-term support and involvement from supporters. [Social media guidance from the Charity Commission](#) (September 2023) conveys how social media can be a highly effective way for a charity to engage its audiences and communicate about its work.

Social media helps us to:

- Promote our campaigns
- Share our news and updates with our audiences
- Engage in important conversations with stakeholders
- Celebrate our successes
- Raise awareness of important issues and challenges
- Advertise job and volunteering opportunities
- Support our fundraising activities
- Build an online supportive community
- Raise our public profile and strengthen our reputation
- React to quickly changing situations and topics

Why do we need a social media policy?

This policy deals with the use of all forms of social media. WRAS defines social media as websites and applications that allow users to create and share content and/or take part in online networking including without limitation Facebook, LinkedIn, Twitter, You Tube and Instagram, all other social or business/professional networking site and all other internet postings, including blogs.

It applies to the use of social media for both business and personal purposes, whether during working hours or otherwise. This policy applies regardless of whether the social media is accessed using charity-issued equipment or equipment belonging to employees.

This policy explains your responsibilities when you use social media, both on WRAS' premises and in your own time. It applies to all employees. It does not form part of your Contract of Employment and may be amended at any time.

Your use of social media may, along with your wider use of WRAS' electronic information and communication systems be monitored to make sure you are complying with this policy.

Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours and regardless of whether WRAS' equipment is used for the purpose of committing the breach. Any employee suspected of committing a breach of this policy will be required to co-operate with all investigations, which may involve handing over relevant passwords and login details.

Employees may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

Compliance with Related Policies & Agreements

Social media should never be used in a way that breaches any of WRAS' other policies. If an internet post would breach any of its policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:

- (a) breach WRAS' Information and Communications Systems Policy;
- (b) breach WRAS' obligations with respect to the rules of relevant regulatory bodies;
- (c) breach any obligations WRAS or the employee may have relating to confidentiality;

- (d) breach the Disciplinary Rules;
- (e) defame or disparage WRAS or its trustees, employees, volunteers, donors, supporters, suppliers
- (f) or other stakeholders;
- (g) defame, harass or bully other employees in any way or breach WRAS' Equal Opportunity and
- (h) Anti-Bullying and Harassment Policy;
- (i) unlawfully discriminate against other employees or third parties or breach WRAS' Equal
- (j) Opportunity and Anti-Bullying and Harassment Policy
- (k) breach WRAS' Internal Data Protection Policy (for example, never disclose personal information
- (l) about a colleague online); or
- (m) breach any other laws or ethical standards (for example, never use social media in a false or
- (n) misleading way, such as by claiming to be someone other than yourself or by making misleading
- (o) statements).

You should never provide references for other individuals on social or professional networking sites, as such references, whether positive and negative, can be attributed to WRAS and create legal liability for both the author of the reference and WRAS itself.

You must always show respect to others when using social media. You must never criticise WRAS, its Trustees, employees, volunteers, donors, supporters, suppliers or anybody else you come into contact with professionally. WRAS will not tolerate any of the following:

- Abusive or threatening language.
- Sexually explicit language.
- Unlawful or disrespectful comments.
- False or misleading statements.
- Impersonating your colleagues or third parties.
- Inciting somebody to commit a crime.

You must never air grievances about WRAS or any of its activities on social media. You should use WRAS' internal process if you want to make a complaint, raising it first with the Operations Director. If the issue remains unresolved, you must then follow the formal Grievance Procedure. Employees who breach any of the above provisions will be subject to disciplinary action up to and including termination of employment.

Responsibilities and breach of policy

Everyone is responsible for their compliance with this policy.

Participation in social media on behalf of WRAS is not a right but an opportunity, so it must be treated seriously and with respect.

Breaches of policy or inappropriate behaviour may incur disciplinary action, depending on the severity of the issue. Please refer to contracts or volunteering documents for further information on our processes. Staff and volunteers who are unsure about whether something they propose to do on social media might breach policies should seek advice from the marketing and fundraising officer.

Setting out the social media policy

Application

This policy applies to all social media platforms used by staff (including consultants, and freelancers) and volunteers (including trustees) in a professional and personal capacity.

This policy also applies to online blogs, wikis, podcasts, forums, and messaging based apps, such as WhatsApp. Social media can be accessed in various ways, including from a desktop or laptop computer, tablet or smartphone. This policy applies to the use of all such devices.

Internet access and monitoring usage

The contents of WRAS' electronic information and communications systems are its property. Employees should therefore have no expectation of privacy in any message, file, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communication transmitted to, received or printed from or stored or recorded on WRAS' electronic information and communications systems.

WRAS reserves the right to monitor, intercept and review, without further notice, employee activities using its electronic information and communications systems, including but not limited to social media postings and activities, to ensure that its rules are being complied with and for legitimate business purposes and you

consent to such monitoring by your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

WRAS may store copies of such data or communications for a period of time after they are created and may delete such copies from time to time without notice. Do not use WRAS' electronic information and communications systems for any matter that you wish to be kept private or confidential from WRAS

Point of contact for social media and authority to post on WRAS's social media accounts

Our marketing and fundraising officer is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have questions about any aspect of these channels, please speak to them or the founding director. No other staff member or volunteer is permitted to post content on WRAS's official channels without the permission of the above mentioned.

Which social media channels do we use?

WRAS uses the following social media channels:

- Facebook
- LinkedIn
- Instagram
- YouTube

Policy ownership

The marketing and fundraising officer is responsible for authoring and updating this document. The policy must be approved by the trustees and reviewed every 2 years, unless a significant change requires the organisation to check the policy before the next review date. All staff and volunteers will be notified of updates.

Rules for use: headlines

Code of conduct headlines

- I will not insult, harass, bully or intimidate individuals or organisations
- I will respond to others' opinions respectfully and professionally
- I will not do anything that breaches my terms of employment/voluntary role
- I will acknowledge and correct mistakes promptly using provided guidance
- I will disclose conflicts of interest where I am able
- I will not knowingly post inaccurate information
- I will link to online references and original source materials directly
- I will be considerate, kind and fair
- I will always ensure my activity does no harm to the organisation or to others
- I will champion WRAS and its services

Rules for use: full list

Using WRAS's social media channels — appropriate conduct

1. Know our social media guardians

The marketing and fundraising officer is responsible for setting up and managing WRAS's social media channels. They – alongside Trevor Weeks has overall ownership of these accounts and only those authorised to do so will have access to these accounts.

WRAS will uphold best practices for channel security with secure passwords that regularly change. Never give out the passwords for our channels without express permission from the marketing and fundraising officer.

2. Be an ambassador for our brand

Staff and volunteers must ensure they reflect WRAS's values in what they post and use our tone of voice. Our brand guidelines set out our style that all staff and volunteers should refer to when posting content on WRAS's social media channels. All posts and comments should be attributed to the charity and not an individual. In special cases it may be appropriate for a staff member or volunteer to make an individual comment as themselves, but this should be under the supervision, and with the approval, of the marketing and fundraising officer.

3. Always pause and think before posting

When posting from WRAS's social media accounts, you must respond to comments in the voice of our charity and not allow your own personal opinions to influence responses. Staff and volunteers must not reveal their personal opinions via our accounts by 'liking', 'sharing' or 'reposting' as WRAS, unless it is clear that you are doing so as an individual staff member or volunteer as part of an approach agreed with the marketing and fundraising officer (e.g. as part of a 'takeover' of the charity's account). If you are in doubt about WRAS's position on a particular issue, please speak to the above mentioned.

4. Ensure brand consistency

Staff or volunteers must not create or manage any other social media channels, groups or pages on behalf of WRAS without express permission and training from the marketing and fundraising officer or founding director. This is to ensure brand consistency for users and the appropriate safeguarding and monitoring processes are in place.

5. Remember the bigger picture and focus on the benefit

Staff and volunteers must make sure that all social media content has a purpose and a benefit for WRAS to further our charitable purposes (either directly or indirectly, by engaging stakeholders and building our brand using our strategy). All content must accurately reflect WRAS's agreed position.

6. Bring value to our audience(s)

Those responsible for the management of our social media accounts should answer questions as swiftly as possible to help and engage with our service users and supporters.

7. Seek permission to share

If staff or volunteers outside of the marketing and fundraising officer wish to contribute content for social media, whether non-paid for or paid for advertising, they should obtain guidance and permission from the marketing and fundraising officer.

8. Obtain consent

Staff and volunteers must not post content about supporters, service users or partners without their, or their guardian's, express permission. If staff or and volunteers are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from WRAS. If using interviews, videos or photos that clearly identify a child or young person, staff and volunteers must ensure they have the consent of a parent or guardian before using them on social media.

9. Put safety first

It can be challenging working on social media and there may be times where staff or volunteers could be subject to unpleasant or abusive comments directed at the charity, our work or people. We encourage everyone who is on social media on behalf of the charity to be aware of our safeguarding and wellbeing practices to deal with online abuse and consult with the marketing and fundraising officer where necessary.

It is also vital that WRAS does not encourage others to risk their personal safety or that of others, to gather materials in pursuit of social media engagement. For example, a video of a stunt or visiting an unsafe location.

10. Stick to the law

Staff and volunteers must not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

11. Remain politically neutral

WRAS is not associated with any political organisation or have any affiliation with or links to political parties. We can express views where appropriate on policies that impact our work and service users, but it is essential that WRAS remains, and is seen to be, politically neutral.

We cannot endorse a political party or candidate. We must carefully manage the risk that we are perceived to have any party-political bias and should carefully consider any posts which might be perceived as such, for example, posts which talk about individual politicians or parties rather than policies.

12. Check facts and be honest

Staff and volunteers should not automatically assume that material that's shared or included in any post is accurate and should take reasonable steps where necessary to seek verification – for example, by checking

data/statistics and being wary of photo manipulation. If you've made a mistake, don't be afraid to admit it. But think first about how to manage any risk to the charity and its brand in doing so by consulting with the marketing and fundraising officer to craft the response.

13. Seek advice for complaints

If a complaint is made on WRAS's social media channels, staff and volunteers should seek advice from the marketing and fundraising officer before responding. If they are not available, then staff and volunteers should speak to the Operations Manager or Founding Director.

14. Know what to do in a crisis

Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation.

The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity or our people. The marketing and fundraising officer regularly monitors our social media spaces for mentions of WRAS so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the marketing and fundraising officer will implement the crisis communication pathway, as can be viewed in a separate document.

If any staff or volunteers become aware of any comments online that they think have the potential to escalate into a crisis, whether on WRAS's social media channels or elsewhere, they should speak to the marketing and fundraising officer immediately. It is the responsibility of all staff and volunteers to report complaints or comments that could escalate into a crisis or have serious implications for the charity. Only the marketing and fundraising officer is permitted to amend or delete content in a crisis.

See further guidance from CharityComms regarding [crisis communications and best practice](#).

15. Timings, schedules and rotas

16. Use AI appropriately

AI can be a valuable tool that can support our communications activities. However, staff and volunteers must ensure AI created content adheres to our brand guidelines. You must seek permission from the marketing and fundraising officer before using AI and only use approved AI tools and processes.

17. Handover ownership if your role changes

You must hand over ownership of the group/page/account you manage to another appropriate staff member (or volunteer) if you change roles or if you leave WRAS.

Use of personal social media accounts — appropriate conduct

Personal social media use by staff and volunteers can sometimes be attributed to the charity or bring other risks for the charity or individual staff or volunteers. This policy does not intend to inhibit personal use of social media, but instead flags up those areas in which risks or conflicts might arise. WRAS staff and volunteers are expected to behave appropriately, and in ways that are considerate of WRAS's values and policies, both online and in real life.

1. Separate your personal views

Be aware that any information you make public could affect how people perceive WRAS. You must make it clear when you are speaking for yourself and not on behalf of WRAS. If you are using your personal social media accounts to promote and talk about WRAS's work, you must use a disclaimer such as: "Views are my own" or "The views expressed on this site are my own and don't necessarily represent WRAS's positions, policies or opinions."

2. Take care when publishing personal views (particularly trustees and senior staff)

Those in senior management including trustees and public-facing or specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing WRAS's view.

For senior roles, we expect you to take additional steps, such as:

- Being aware of your duties and responsibilities.
- Consulting your charity's crisis plans, being particularly cautious in how your communications as a leading figure for WRAS may be interpreted.

- Avoiding posting any material which might be construed as contrary or conflicting with to the charity's charitable mission or work.
- Ensuring you do not refer to the charity by name on your personal accounts on social media (e.g. 'CEO at a children's charity' rather than the charity's name), unless you are using an account as if it were the charity's own social media account (in line with the first section of the policy).

3. Discuss risks and conflicts of interest

Staff and trustees who have a personal blog, social media profile or website which indicates in any way that they work at WRAS should discuss any potential risk or conflicts of interest with their line manager. Similarly, staff or trustees who want to start blogging and wish to say that they work for WRAS should discuss any potential risk or conflicts of interest with their line manager.

4. Protect your personal reputation

Think about your personal reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be the first to correct your own mistakes.

Remember that if you have a public profile with the charity, your personal social media accounts could be looked at by critics of the charity, and bear this in mind when posting.

5. Use your common sense and good judgement

Be aware of your association with WRAS and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues and trustees.

6. Don't approach VIPs directly

Please don't approach high profile people or organisations from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are already established. This includes asking for reposts about the charity.

If you have any information about high profile people or organisations that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the marketing and fundraising officer to share the details.

7. Refer press enquiries

If a staff member or volunteer is contacted by the press about their social media posts that relate to WRAS, they should talk to the marketing and fundraising officer immediately and under no circumstances respond directly.

8. Keep your political activity separate from the charity

When representing WRAS, staff and volunteers are expected to uphold WRAS's positioning. Staff and volunteers who are politically active in their spare time need to be clear in separating their personal political identity from WRAS and understand and avoid potential risks and conflicts of interest. Staff should also inform their line manager about any such political activity, and trustees should inform the Chair. As set out in point two above, senior staff and trustees should take particular care.

9. Protect your privacy

Be careful with your privacy online and be cautious when sharing personal information. Remember that a simple 'like' can draw attention to your personal accounts. What you publish is widely accessible and could be around for a long time, so do consider the content, and your privacy, carefully.

All staff and volunteers who wish to engage with any of WRAS's social media platforms are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. All staff and volunteers should keep their passwords confidential and change them often. Staff should not 'friend' or personally connect with trustees or donors via social media unless explicit permission is given by Founding Director.

In their own interests, staff and volunteers should be aware of the dangers of putting personal information onto social networking sites, such as addresses, home and mobile phone numbers.

10. Help us to raise our profile

We encourage staff and volunteers to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support WRAS and the work we do. Where appropriate and

using the guidelines within this policy (and taking into consideration the information above), we encourage staff and volunteers to do this as it helps users connect to us and raises our profile.

However, please take care to think about the reputation of the charity. If your personal social media account is not professional or otherwise appropriate for our audiences, please do not use it to amplify or promote the charity, as to do so brings risks both to you personally and to the charity. Similarly, if the content is controversial or misrepresented, please highlight this to the marketing and fundraising officer who will respond as appropriate.

11. Avoid logos or trademarks

Never use WRAS's logos or trademarks unless approved to do so. Permission to use logos must be requested from the marketing and fundraising officer and any content created must adhere to our brand guidelines. If permission is granted, content must be approved by the marketing and fundraising officer before publishing.

12. Staying safe online

It can be challenging working on social media and there may be times where staff and volunteers could be subject to unpleasant or abusive comments directed at the charity, our work or people. We encourage everyone who is on social media to be aware of our safeguarding and wellbeing practices to deal with online abuse and consult with the marketing and fundraising officer where necessary.

Staff and volunteers should be vigilant regarding suspicious content or links and must not reveal personal, confidential or sensitive information about themselves, other staff members, volunteers or supporters of WRAS. Staff and volunteers should be wary of fake accounts that may claim to be WRAS and should immediately notify the marketing and fundraising officer.

Care must also be taken to ensure that any links to external sites from our social media accounts are appropriate and safe.

Business Use of Social Media

If your duties require you to speak on behalf of WRAS in a social media environment, you must still seek approval for such communication from the Fundraising and Marketing Officer who may require you to undergo training before you do so and may impose certain requirements and restrictions with regard to your activities.

Likewise, if you are contacted for comments about WRAS for publication anywhere, including in any social media outlet, direct the enquiry to the Operations Director and do not respond without written approval.

The use of social media for business purposes is subject to the remainder of this policy.

Recruitment

WRAS may use internet searches to perform due diligence on candidates in the course of recruitment. Where WRAS does this, it will act in accordance with its data protection and equal opportunities obligations.

Further guidelines: using social media in a professional and personal capacity

Defamation

[Defamation](#) is when a false statement that is damaging to a person's reputation is published in print (such as in media publications) or online (such as Instagram Story, Facebook Live, Snapchat post). Whether staff or volunteers are posting content on social media as part of their job or in a personal capacity, they should not bring WRAS into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff or volunteers abide by [the laws governing copyright](#), under the Copyright, Designs and Patents Act 1988, when representing the charity. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that staff and volunteers make must not breach confidentiality. For example, information meant for internal use only or information that WRAS is not ready to disclose yet. For example, a news story that is embargoed for a particular date, or information from people who the charity has worked with which is private.

Discrimination and harassment

Staff and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official WRAS social media channel or a personal account. For example:

- Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- Using social media to bully another individual.
- Posting images that are discriminatory or offensive or links to such content.

Accessibility

We endeavour to ensure our social media is as accessible as possible. This includes:

- Using plain English, accessible fonts and avoiding small text sizes
- Using contrasting colours
- Using subtitles where appropriate
- Explaining text contained in an image in the copy that accompanies it
- Following our brand guidelines which have been designed to be accessible.

You can view more guidance on the government website: [planning, creative and publishing accessible social media campaigns](#).

For accessibility best practices, visit the CharityComms resource: [Accessible communication - a starting point to foster more inclusive comms](#).

The Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose but can never be party political. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law (often known as the 'Lobbying Act'¹).

Under the Lobbying Act, organisations (including charities which spend more than £10,000 across the UK on 'regulated activity' during the regulated period need to register with [the Electoral Commission](#) within the outlined windows for elections.

Regulated activity is any activity which could reasonably be seen as intended to influence people's voting choice, either for parties or candidates (which a charity could never do) or for categories of candidates (e.g. female candidates, or candidates who support Net Zero). During these periods, all campaigning activity will be reviewed by the [*job title*].

Use of social media in the recruitment process

There should be no systematic or routine checking of candidates' online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision.

Use of social media to support fundraising activities

Our social media platforms play a key role in our fundraising efforts and engaging with our donors. Before using our social media channels for fundraising purposes, staff and volunteers should read our fundraising policy and adhere to [The Code of Fundraising Practices](#).

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a staff member or volunteer considers that a person/people is/are at risk of harm, they should report this to the marketing and fundraising officer immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming or radicalisation. Where known, when communicating with vulnerable or young people under 18-

¹ Set out initially in the [Political Parties, Elections and Referendums Act 2000](#), as amended by [the Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014](#) and [the Elections Act 2022](#).

years-old via social media, staff and volunteers should ensure the online relationship with WRAS follows the same rules as offline.

Staff and volunteers should be aware that children under the age of 13 should not be encouraged to create their own personal social media accounts or engage with others and are not legally allowed to use social media channels such as Facebook, Instagram or X.

Staff and volunteers should ensure that vulnerable and young people have been made aware of the risks of communicating and sharing information online, and given guidance on security and privacy settings as necessary. Staff and volunteers should also ensure that the site itself is suitable for the vulnerable or young person and WRAS content and other content is appropriate for them. Please refer to our [*policy name i.e. safeguarding policy*].

All staff members and volunteers have a responsibility to do everything possible to ensure that vulnerable and young people are kept safe from harm. If you come across anything online that could mean someone is at risk, you should follow [*charity name's*] safeguarding policies.

[The Online Safety Act 2003](#) has introduced measures to ensure children are protected online.

Engaging on emotive topics

WRAS may be involved in issues that provoke strong emotions. The emotive content we share via our social media channels can engage our audiences and help us achieve our communications goals. However, it is important to plan appropriately and consider potential reputational risks to the charity. For more information, visit [the government resource called charities and social media](#).

Public Interest Disclosure

Under [the Public Interest Disclosure Act 1998](#), if a staff member releases information through WRAS's social media channels that is considered to be in the interest of the public, WRAS's whistleblowing procedure must be initiated before any further action is taken.

Please note: While all attempts have been made to cover an extensive range of situations, it is possible that this policy may not cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined in this document.

It is expected that in these circumstances staff will always consult with the the marketing and fundraising officer where possible or advise the team of the justification for any such action already taken or proposed.

Further external guidance

- [The Charity Commission guidance for charities on social media](#)
- [The Charity Commission checklist for developing a social media policy](#)
- [National Cyber Security Centre's guidance on social media and how to use it safely](#)
- [National Cyber Security Centre's guidance on protecting your published content](#)
- [The Charity Commission guidance on campaigning and political activity guidance for charities](#)
- [Government guidance on the Online Safety Bill](#)
- [Bates Wells website](#)

WRAS Social Media Policy Agreement

Staff Agreement

I have read and understood the [*charity's name*] social media policy. I agree to abide by the rules set out in this policy and I understand that failing to abide by this policy may result in disciplinary action.

Name:

Role:

Signed:

Date:

1. Who could we consult for support?

Individual name: Steph Brown
Job title: Marketing and fundraising officer
Contact details: steph@eastsussexwras.org.uk

Individual name: Trevor Weeks
Job title: Founding Director
Contact details: trevor@eastsussexwras.org.uk

Individual name: Harriet Leppard
Job title: Operations Manager
Contact details: harriet@eastsussexwras.org.uk