



Social Media Policy

Introduction

This Social Media Policy provides guidelines for employees, volunteers, and representatives of Chichester and Arun Down Syndrome Group when engaging on social media platforms. The policy ensures that all social media activity aligns with the charity's values, mission, and legal responsibilities.

Purpose

The purpose of this policy is to:

Protect the reputation of Chichester and Arun Down Syndrome Group.

Ensure compliance with legal and regulatory requirements.

Provide clear guidelines for appropriate use of social media.

Mitigate risks associated with social media use.

Scope

This policy applies to all employees, trustees, volunteers, and representatives of Chichester and Arun Down Syndrome Group who use social media for charity-related purposes, whether in an official or personal capacity.

General Guidelines

Always represent Chichester and Arun Down Syndrome Group professionally and in line with its values.

Ensure accuracy and credibility in all shared content.

Do not post confidential or sensitive information about Chichester and Arun Down Syndrome Group, its beneficiaries, donors, or stakeholders.

Avoid engaging in controversial topics, including politics and religion, unless relevant to the charity's mission.

Respect copyright laws and give proper attribution when sharing third-party content.

Use inclusive and respectful language at all times.

Official Social Media Accounts

Only authorised personnel may post on behalf of Chichester and Arun Down Syndrome Group.

Official accounts must be managed responsibly and securely.

Ensure consistent branding, tone, and messaging across all platforms.

Monitor comments and messages regularly to respond appropriately and in a timely manner.

Personal Use of Social Media

Employees and volunteers must ensure that their personal social media activity does not negatively impact Chichester and Arun Down Syndrome Group.

If referencing Chichester and Arun Down Syndrome Group, include a disclaimer stating that views expressed are personal and not reflective of the charity.

Do not use charity logos or branding for personal social media accounts without permission.

Confidentiality & Data Protection

Do not share personal details of beneficiaries, donors, staff, or volunteers without consent.

Adhere to GDPR and data protection laws when handling personal information.

Managing Online Risks

Report any inappropriate or harmful content related to Chichester and Arun Down Syndrome Group to the Chair or designated social media lead.

If faced with negative comments or online abuse, respond professionally or escalate the issue to management.

Ensure cybersecurity best practices, such as strong passwords and two-factor authentication, are followed.

Consequences of Misuse

Failure to adhere to this policy may result in:

Removal of posting privileges for official accounts.

Disciplinary action for employees and volunteers.

Termination of association with Chichester and Arun Down Syndrome Group in severe cases.

Review & Updates

This policy will be reviewed annually to remain up to date with emerging social media trends and risks.

Approval

This Social Media Policy was approved by the Board of Trustees on 26th June 2025

Review and Monitoring

This Social Media Policy will be reviewed annually by the Board of Trustees to ensure alignment in its effectiveness and compliance with relevant laws and regulations.

Reviewed by	Date Reviewed	Date of next Review