

Social Media Policy

Save A Pet Charity

Charity No. 1043095

1. Purpose

This policy sets out how Save A Pet Charity uses social media and the standards expected of anyone representing the charity online.

We aim to use social media positively to promote our work, engage supporters, and protect the reputation of the charity.

2. Scope

This policy applies to: - Trustees - Staff (paid and voluntary) - Contractors and partners - Anyone posting on behalf of the charity

It also applies to personal social media use where individuals may be identified as being connected to the charity.

3. Official Social Media Use

Only authorised individuals may post on official charity accounts.

Authorised users must: - Ensure content is accurate, appropriate, and respectful - Protect confidential information - Obtain permission before sharing images or personal data - Follow safeguarding principles when posting content involving children or vulnerable individuals

4. Personal Social Media Use

Individuals should: - Make it clear when opinions are their own - Avoid bringing the charity into disrepute - Not share confidential or sensitive information - Avoid engaging in arguments or offensive discussions linked to the charity

5. Acceptable Content

Content shared on behalf of the charity should: - Reflect the charity's values and mission - Be respectful and inclusive - Be lawful and truthful - Protect the welfare of animals and people

6. Unacceptable Content

The following must not be posted: - Offensive, abusive, or discriminatory content - Confidential or personal information without consent - Misleading or false information - Content that could harm the charity's reputation

7. Safeguarding and Privacy

- Do not post identifiable information about children or vulnerable individuals without explicit consent
- Avoid sharing sensitive location details where it may create risk
- Follow safeguarding and data protection policies at all times

8. Responding to Comments and Messages

- Be polite and professional at all times
- Do not engage with abusive or threatening behaviour
- Escalate concerns to a trustee or safeguarding lead where necessary

9. Breaches of Policy

Failure to follow this policy may result in: - Removal of social media access - Disciplinary action - Termination of role where appropriate

10. Monitoring

The charity may monitor its social media channels to ensure compliance with this policy.

11. Review

This policy will be reviewed annually or as required.