

Social Media Policy

Policy Name	Social Media Policy
Executive Owner	Director of Impact & External Affairs
Approval body	ELT
Frequency of approval	3 years
Date approved	November 2024
Date next approved	November 2027

Policy Statement

Many of us will use social media in our personal lives and increasingly in our professional lives too. Social media is a fantastic tool for connecting with our colleagues and stakeholders to share our great work as well as telling people about the work that we do.

We want to encourage you to share your work through social media in a reasonable and appropriate way that does not put the charity, yourself, or colleagues at risk.

This policy applies to all staff and volunteers, and covers use of all social media platforms including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat, TikTok and WhatsApp.

Permitted use of social media

This policy is split into three main subsections:

- Using our social media accounts
- Using social media at work
- Using social media outside work

In all cases, you must not:

Post anything that could be viewed as discrimination or bullying or harassment by others, for example by:

- Making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief, marriage and civil partnership, pregnancy and maternity or age

- Using social media to bully or harass another individual
- Posting images that are discriminatory or offensive (or links to such content)

Bring Fight for Sight into disrepute, for example by:

- Criticising or arguing with donors, beneficiaries, colleagues or other charities
- Making offensive or defamatory comments about individuals or other organisations or groups;
- Posting images that are inappropriate or links to inappropriate content

Breach confidentiality, for example by:

- Giving away confidential information regarding the charity, an individual or another organisation
- Discussing the charity's internal workings or future business plans that have not been communicated to the public

Breach copyright, for example by:

- Using someone else's images or written content without permission
- Failing to give acknowledgement where permission has been given to reproduce something

Using our social media accounts

Our social media accounts are those accounts that represent Fight for Sight, either as a charity as a whole, or a component of it (e.g. online retail). All social media accounts are the responsibility of the Communications & External Affairs team. It is prohibited to create any social media accounts related to Fight for Sight without the express consent of the Communications & External Affairs team.

You are only permitted to post to one of our social media accounts with the express consent of the Communications & External Affairs team.

All posts must align with Fight for Sight's mission, values, and [branding guidelines](#).

Political campaigning & activity

Our charity is politically independent. You should not make any political endorsements on behalf of the charity, nor seek to influence the outcome of a political campaign.

Any political activity on social media must be undertaken only in the context of supporting the delivery of our charitable purpose.

Political activity includes but is not limited to:

- aiming to secure, or oppose, a change in law or policy decisions
- raising public support for such a change
- seeking to influence political parties, politicians or public servants on the charity's position in support of the desired change.

Please refer to our Involvement in Political Activity policy for more information.

You can also find further guidance from the Charity Commission [here](#).

Consent

You should not post personal information about beneficiaries unless:

- prior written consent has been obtained.
- the comms team has approved the post

Remember that if the context of the post is vastly different than the original purpose for which we obtained consent, discuss this with the individual.

You should always remember we are custodians of supporter stories, but they reflect unique individual experiences, and we should treat these with respect, dignity and care.

Do not tag or name beneficiaries unless explicitly approved by the individual or their guardians (where applicable).

Responding to followers

When/if responding, you should only respond to questions or comments politely and professionally and in a timely manner.

If you are uncertain about how to address an issue, contact your manager or the Communications & External Affairs team before replying.

Avoid engaging in heated debates, especially on sensitive topics. If a comment is offensive or inappropriate, you should discuss with the Communications & External Affairs team before taking an action such as deleting the post or blocking a user.

Crisis and media protocol

In the event of a crisis or public relations issue, do not post anything (even unrelated “business as usual” posts) without approval from the Communications & External Affairs team.

If media enquiries arise through social media, refer them to the Communications & External Affairs team without providing any further comments.

Using social media at work

We support and encourage you to use your own social media profiles to promote your role and Fight for Sight. It’s important to be aware that any time you are engaging in conversation or sharing updates about Fight for Sight, you are representing our charity.

If you post comments or images on social media that people could view as offensive, discriminatory, bullying or threatening, we may deal with it through our Disciplinary Policy. This is also true if you’ve ‘liked’ or shared something someone else has posted or if it’s shared within any social media platform including within a WhatsApp group. Please be aware that anything you share within a private group may be seen in the public domain.

If you wouldn’t say it or behave like that in work, don’t do it online. We may ask you to remove online content that’s not in line with this policy. If you don’t remove it when we ask, we may take disciplinary action.

You still need to follow our other policies when you’re posting things online, including our Code of Conduct, our Bullying and Harassment policy, our ICT Security & Usage policy, and our Data Protection policy.

None of this is to say you can’t express your personal views online, just do so respectfully. And if you’re commenting on something that Fight for Sight has an interest in, then just make it clear that your opinion is your own and you’re not speaking on behalf of Fight for Sight.

Using social media outside work

We know that many people use social media outside of work. Whilst you may not be directly acting on Fight for Sight's behalf when sharing content in your own time, you do need to be aware that there are potential consequences for Fight for Sight if you're recognised as being associated with us.

We recommend that you review your social media accounts to make sure that your privacy settings are reflective of the information you want to share publicly. If you don't have the correct privacy settings, other social media users may be able to locate sensitive or personal information about you including who you work for. It's up to you to set your own boundaries between your personal and professional online presence.

Please remember that unless it's part of your role or in support of the charity's work, you shouldn't be using social media whilst at work, unless you are on your break.

Other things to consider

If you've got a concern or complaint about work, we want you to tell us so we can resolve it, and not to put it on social media. Speak to your manager or follow the Grievance policy or Whistleblowing policy.

We all make mistakes, so if you think you've posted something you shouldn't have, let us know as soon as possible so we can get it sorted.