

SOCIAL MEDIA POLICY

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This policy was written for Greatwood by Sasha Thorbek
It will be reviewed annually and updated in line with any new recommendations or legislation as it is made available.

A guide for staff on using social media to promote the work of Greatwood Charity and in a personal capacity

This policy will be reviewed on an ongoing basis, at least once a year. Greatwood Charity will amend this policy, following consultation, where appropriate.

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Introduction

What is social media?

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

Why do we use social media?

Social media is essential to the success of communicating Greatwood's work. It is important for some staff to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of Greatwood's work.

Why do we need a social media policy?

The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to Greatwood's work. While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members of all levels, volunteers and trustees, and applies to content posted on both a Greatwood Charity device and a personal device. Before engaging in work-related social media activity, staff must read this policy.

Setting out the social media policy

This policy sets out guidelines on how social media should be used to support the delivery and promotion of Greatwood Charity and the use of social media by staff in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help staff support and expand our official social media channels, while protecting the charity and its reputation and preventing any legal issues.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the Greatwood Charity office. However, when using the internet at work, it is important that staff refer to our separate IT, Phone & Photography and Staff Behaviour Policies. You are permitted to make reasonable and appropriate use of personal social media activity during your lunch breaks. But usage should not be excessive and interfere with your duties.

Point of contact for social media

Sasha Thorbek is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Chief Operating Officer. No other staff member can post content on Greatwood Charity's official channels without the permission of the Managing Director.

Which social media channels do we use?

Greatwood Charity uses the following social media channels:

X: <https://twitter.com/GreatwoodHorses/> @GreatwoodHorses

Facebook: <https://www.facebook.com/GreatwoodCharity>

Instagram: <https://www.instagram.com/greatwoodcharity/> @greatwoodcharity

LinkedIn: <https://www.linkedin.com/company/8683125/admin/feed/posts/>

Greatwood Charity uses four social media channels (as above) which it uses to share news with supporters and to encourage people to become involved in our work; this is integral to the charity's inbound marketing strategy.

Guidelines

Using Greatwood Charity's social media channels — appropriate conduct

1. Sasha Thorbek is responsible for setting up and managing Greatwood Charity's social media channels. Only those authorised to do so by the Managing Director will have access to these accounts.
2. Our Chief Operating Officer responds to comments Monday-Friday, 8.30am-4.30pm, out of these hours we have an 'out of hours' automated response on Facebook however during evenings and weekends the social media platforms are checked once a day by the Chief Operating Officer.
3. Be an ambassador for our brand. Staff should ensure they reflect Greatwood Charity's values in what they post and use our tone of voice.
4. Make sure that all social media content has a purpose and a benefit for Greatwood Charity and accurately reflects Greatwood Charity's agreed position.
5. Bring value to our audience(s). Answer their questions, help and engage with them
6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.
7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
8. If staff outside of the Management Committee wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Managing Director about this.
9. Staff shouldn't post content about supporters or service users without their express permission. If staff 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 Greatwood Charity. If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before using them on social media.
10. Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
11. Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.
12. Staff should refrain from offering personal opinions via Greatwood Charity's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about Greatwood Charity's position on a particular issue, please speak to the Managing Director
13. It is vital that Greatwood Charity does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Staff should 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.

15. Staff should not set up other Facebook groups or pages, X` accounts or any other social media channels on behalf of Greatwood Charity. This could confuse messaging and brand awareness. By having official social media accounts in place, the Head of Fundraising and Communications can ensure consistency of the brand and focus on building a strong following.

16. Greatwood Charity is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on Greatwood Charity's social media channels, staff should seek advice from the Managing Director before responding. If they are not available, then staff should speak to the Head of Fundraising and Communications.

18. 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. Examples might include: horse welfare issues, direct comments about specific members of staff. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Managing Director and Chief Operating Officer regularly monitor our social media spaces for mentions of Greatwood Charity 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 Managing Director and Chief Operating Officer will do the following to anticipate, mitigate, respond to, and recover stronger from critical events:

10 Step Crisis Management Plan

1. Assess the magnitude of the crisis
2. Check the social media policy
3. Assign roles and responsibilities to dealing with the crisis
4. Respond promptly
5. Engage empathically with comments
6. Keep internal communications moving
7. Secure all social media channels
8. Put scheduled posts on hold until the crisis is over
9. Learn from the experience
10. Practice social listening to identify future / potential issues

If any staff become aware of any comments online that they think have the potential to escalate into a crisis, whether on Greatwood Charity's social media channels or elsewhere, they should speak to the Managing Director immediately.

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. Greatwood Charity staff are expected to behave appropriately, and in ways that are consistent with Greatwood Charity's values and policies, both online and in real life.

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

2. Staff who have a personal blog or website which indicates in any way that they work at Greatwood Charity should discuss any potential conflicts of interest with their line manager and the Managing Director. Similarly, staff who want to start blogging and wish to say that they work for Greatwood

Charity should discuss any potential conflicts of interest with their line manager and the Managing Director.

3. Those in senior management, and 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 Greatwood Charity's view.

4. Use common sense and good judgement. Be aware of your association with Greatwood Charity and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.

5. Greatwood Charity works with several high-profile people, including celebrities, journalists, politicians and major donors. Please don't approach high profile people from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the Managing Director and Chief Operating Officer. This includes asking for retweets about the charity.

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

7. If a staff member is contacted by the press about their social media posts that relate to Greatwood Charity, they should talk to the Managing Director immediately and under no circumstances respond directly.

8. Greatwood Charity is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing Greatwood Charity, staff are expected to hold Greatwood Charity's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal political identity from Greatwood Charity and understand and avoid potential conflicts of interest.

9. Never use Greatwood Charity's logos or trademarks unless approved to do so. Permission to use logos should be requested from the Managing Director or the Chief Operating officer.

10. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely. You can find more information on your responsibilities when using our computer systems in our IT Policy.

11. Think about your 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 polite and the first to correct your own mistakes.

12. We encourage staff to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support Greatwood Charity and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Managing Director who will respond as appropriate.

Further guidelines

Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring Greatwood Charity into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. 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 make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that Greatwood Charity is not ready to disclose yet. For example, a news story that is embargoed for a particular date. Please refer to our Code of Conduct Policy for further information.

Discrimination and harassment

Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Greatwood Charity 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

Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the Managing Director.

Use of social media in the recruitment process

Recruitment should be carried out in accordance with the Recruitment & Induction Policy, and associated procedures and guidelines. Any advertising of vacancies should be done through HR and the Managing Director.

There should be no systematic or routine checking of candidate's 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. This is in line with Greatwood Charity's Equality & Diversity Policy.

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 considers that a person/people is/are at risk of harm, they should report this to their line manager 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.

Where known, when communicating with young people under 18-years-old via social media, staff should ensure the online relationship with Greatwood Charity follows the same rules as the offline 'real-life' relationship. Staff should ensure that young people have been made aware of the risks of

communicating and sharing information online and given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the young person and Greatwood Charity content and other content is appropriate for them. Please refer to our Child Protection and Safeguarding Policy and Safeguarding Adults Policy for vulnerable over 18 people.

Responsibilities and beach of policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of Greatwood Charity is not a right but an opportunity, so it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our Employee Handbook for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the Managing Director.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, if a staff member releases information through Greatwood Charity's social media channels that is considered to be in the interest of the public, Greatwood Charity's Whistleblowing Policy must be initiated before any further action is taken.