



Engage Community

Social Media Policy

1. Purpose

This policy sets out how Engage Community staff, volunteers, and representatives should use social media to protect our organisation, our people, and the children and families we work with.

Social media can be a powerful tool for communication and community engagement. However, its use must be responsible, respectful, and always in line with our safeguarding and professional standards.

2. Scope

This policy applies to:

- All Engage Community staff, coaches, and volunteers.
- Anyone representing Engage Community online.
- All official Engage Community accounts across platforms (e.g., Facebook, Instagram, X/Twitter, LinkedIn, TikTok).

3. Principles

- **Safeguarding first:** The welfare of children and young people is always our highest priority.
- **Professionalism:** Staff must present Engage Community positively and uphold our values.
- **Respect:** Content must be inclusive, respectful, and free from offensive or discriminatory language.
- **Confidentiality:** No personal, sensitive, or confidential information should be shared.

4. Use of Official Accounts

Only authorised staff may post on Engage Community's official social media accounts. Posts must:

- Promote our services, activities, and achievements in a positive manner.
- Be accurate, relevant, and respectful.
- Not contain personal opinions on sensitive issues (e.g., politics, religion).
- Not bring Engage Community into disrepute.

5. Safeguarding and Children's Images

- Written **parental/carers consent** must be obtained before posting any images or videos of children.
- Children must not be named in captions or tagged in posts.



- Photos and videos must be appropriate, safe, and reflect children positively.
 - Personal devices must **never** be used to take or share images of children. Only Engage Community equipment may be used.
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6. Personal Use of Social Media

We recognise staff and volunteers use social media in their personal lives. When doing so:

- Do not identify yourself as a representative of Engage Community unless authorised.
 - Do not share confidential information about the organisation, children, families, or colleagues.
 - Do not engage in online behaviour that could damage the reputation of Engage Community.
 - Maintain appropriate professional boundaries with children and families (e.g., no accepting friend requests from children, no direct messaging).
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7. Inappropriate Use

The following are strictly prohibited:

- Sharing discriminatory, offensive, or abusive content.
- Bullying, trolling, or engaging in arguments online.
- Sharing images or information about children without consent.
- Posting content that could harm the reputation of Engage Community.

Breaches of this policy may result in disciplinary action, removal of posts, and reporting to external agencies if safeguarding is compromised.

8. Monitoring and Reporting

- Engage Community reserves the right to monitor its official social media channels.
- Any concerns about misuse should be reported to the Designated Safeguarding Lead (DSL) or management.
- Staff unsure about whether content is appropriate should seek advice before posting.

9. Policy Review

This policy will be reviewed annually, or earlier if guidance or legislation changes.

Adopted by Engage Community

Date: 01.09.2025

Signed: M Price