

Social media policy

Help Impact (“the Charity”)

1. Purpose

The purpose of this policy is to detail the principles and processes that provide guidance on using social media to promote the work of Help Impact.

Social media is defined as web-based tools and applications which are used to create and share content, including words, images and video. Examples of social media include Facebook, LinkedIn and Instagram.

Help Impact may use social media in its work to engage with our audience and raise the awareness of Help Impact’s activities.

Help Impact’s social media policy is designed to be observed by all the trustees, volunteers and staff members (if any staff members are hired).

2. Social media channels

The social media channels used by Help Impact may be but are not limited to Facebook, LinkedIn and Instagram. The trustees may choose to use other social media channels as they consider relevant and appropriate.

3. Responsible individuals

Help Impact’s trustees and volunteers are responsible for setting up and managing Help Impact’s social media channels. Only those volunteers who are authorised to do so by the trustees will have access to Help Impact’s accounts.

4. Using social media channels

When using social media channels, Help Impact’s team should ensure that all the posted content:

- Has a purpose and a benefit for Help Impact
- Accurately reflects Help Impact’s agreed position
- Brings value to the audience
- Answers the questions of the audience
- Helps to engage with the audience.

Help Impact should always check facts before posting any content and should never assume that information is accurate without taking reasonable steps to verify this information.

If a complaint is made on Help Impact's social media channels, Help Impact's team should raise this with the trustees before responding.

If a member of Help Impact's team is contacted by the press about their social media posts that relate to Help Impact, they should raise this with the trustees.

Help Impact's team members should always protect themselves and the charity. They should always be careful with privacy online when sharing personal information.

Help Impact's team should always observe the laws governing copyright and never use or adapt someone else's images or content without permission.

Help Impact should never post any content that could be considered discriminatory, bullying or harassment on either the charity's official social media accounts or a personal account.

Every team member of Help Impact is responsible for their own compliance with this policy. Participation in social media on behalf of Help Impact should be taken seriously and respectfully.

If any member of the team is not sure about any guidelines in relation to Help Impact's social media policy, they need to raise this with the trustees.

5. Contact details

In case you have any questions or comments, please contact us via email info@helpimpact.org. Alternatively please send us a letter. Our postal address is 24 Brewery Lane, Twickenham TW1 1AW, United Kingdom.