

# All Wheel Drive Response North East

## Social Media Policy

All Wheel Drive Response North East recognises that social media is an important tool for communicating with people, including donors, supporters, trustees, members, employees, volunteers, and the wider community. This policy outlines the guidelines for using social media on behalf of the organisation and is intended to ensure that all communications via social media platforms are consistent, appropriate, and represent All Wheel Drive Response North East's values.

### 1. Scope

This policy applies to all individuals who create, publish or interact with social media content on behalf of All Wheel Drive Response North East. This includes trustees, employees, members, volunteers, and any third-party service providers who have access to All Wheel Drive Response North East's social media accounts.

### 2. Guidelines

- a) **Responsibility:** The social media manager is responsible for overseeing all All Wheel Drive Response North East social media accounts. Trustees, employees, members and volunteers who are granted permission to post on All Wheel Drive Response North East's social media accounts must do so with the permission of the social media manager. All posts must comply with this policy and All Wheel Drive Response North East's values.
- b) **Professionalism:** All social media activity must be conducted in a professional manner. Individuals must not post defamatory, offensive or derogatory material. Any posts that could reasonably be interpreted as reflecting negatively on All Wheel Drive Response North East should be avoided.
- c) **Confidentiality:** Do not disclose or publish confidential or proprietary information on social media platforms. This includes information about clients, donors, and partners of All Wheel Drive Response North East
- d) **Privacy:** Respect the privacy of individuals and organisations with whom All Wheel Drive Response North East interacts. Do not post any personal information of staff, members, volunteers, or clients on social media without their prior consent.

- e) **Copyright:** Do not post any copyrighted material unless you have permission from the copyright owner.
- f) **Impartiality:** All Wheel Drive Response North East does not support or endorse any political or religious viewpoints. Individuals must not post content that could be seen as biased towards any political or religious group.
- g) **Monitoring:** All Wheel Drive Response North East reserves the right to monitor social media accounts associated with the organisation. The social media manager will regularly monitor social media activity to ensure compliance with this policy.

### **3. Enforcement**

Violation of this policy may result in disciplinary action, up to and including suspension or termination of employment or volunteer status. All Wheel Drive Response North East reserves the right to remove any content posted on social media platforms that is in violation of this policy.

### **4. Social Media Account Creation**

- a) All Wheel Drive Response North East encourages its trustees, employees, volunteers, and third-party service providers to create and maintain personal social media accounts. However, these accounts must not be used to represent All Wheel Drive Response North East unless specifically authorised to do so by the social media manager.
- b) All social media accounts created on behalf of All Wheel Drive Response North East must use the organisation's name, logo and visual identity to ensure consistency in branding and messaging.
- c) All social media accounts created on behalf of All Wheel Drive Response North East must be registered under a All Wheel Drive Response North East email address.

### **5. Responding to Comments and Messages**

- a) All Wheel Drive Response North East encourages its trustees, employees, members, volunteers, and third-party service providers to engage with the community and respond to comments and messages received on social media platforms in a timely and professional manner.
- b) Any negative comments or messages received should be responded to politely and professionally, and the social media manager should be notified of the situation immediately.
- c) Individuals must not engage in arguments, personal attacks, or use inappropriate language in response to comments or messages.

## **6. Social Media Training**

- a) All Wheel Drive Response North East will provide training on social media use to its trustees, employees, members, volunteers, and third-party service providers who are authorised to create or post content on behalf of the organisation.
- b) The training will cover the guidelines outlined in this policy, as well as best practices for engaging with the community and managing social media accounts.

## **7. Crisis Management**

- 1. In the event of a crisis or emergency situation, the social media manager will take the lead in communicating via social media platforms.
- 2. Trustees, employees, members, volunteers, and third-party service providers must not post any information related to the crisis or emergency unless authorised to do so by the social media manager.
- 3. All social media activity related to the crisis or emergency will be closely monitored by the social media manager to ensure that information is accurate and up-to-date.

## **8. Review and Update**

- 1. This policy will be reviewed and updated on an annual basis to ensure that it remains relevant and effective.
- 2. Any changes to the policy will be communicated to trustees, employees, members, volunteers, and third-party service providers who are authorised to create or post content on behalf of All Wheel Drive Response North East .

## **9. Acknowledgement**

By posting on All Wheel Drive Response North East 's social media accounts, individuals acknowledge and agree to comply with this policy.

This policy has been approved by the trustees of All Wheel Drive Response North East and is effective from the 20th of February 2024.