



SOCIAL MEDIA POLICY

This policy was reviewed on:	November 2025
Date to be reviewed:	November 2028
Signature of person responsible:	A. Morris
Name of signatory:	Adina Morris
Role of signatory:	Head of Programmes



POLICY STATEMENT:

Social media is a powerful communication tool used at KEF KIDS to raise awareness and funds and to better engage beneficiaries. It helps KEF KIDS reach a much wider audience, much more quickly, than traditional methods of communication. But KEF KIDS recognise that the use of social media can introduce risks as it is fast paced and can increase the risk of posting content that is inappropriate or harmful, once posted, can be hard to undo. There is also a risk that professional and personal lives can overlap, and the line can become blurred.

This policy outlines how KEF KIDS uses social media effectively to benefit the charity and ensure compliance with relevant laws as well as outlining the internal controls that are appropriate to KEF KIDS's needs which are clear to everyone at the charity using social media.

This policy takes into account the guidance set out in the following documents:

- www.gov.uk/guidance/charity-purposes-and-rules
- www.gov.uk/government/publications/speaking-out-guidance-on-campaigning-and-political-activity-by-charities-cc9
- www.gov.uk/guidance/safeguarding-duties-for-charity-trustees#operating-online

SOCIAL MEDIA CONTENT:

KEF KIDS ensure that only authorised staff and volunteers can publish content on KEF KIDS social media accounts and ensure sound password and security features are implemented to control access to only those authorised. Authorised staff and volunteers must ensure that all content shared is appropriate, accurate and up to date. Staff and volunteers responsible for managing KEF KID's social media channels, should make sure not to post or share content which is:

- Harmful content – defined as anything online which causes a person distress or harm
- Inconsistent with your charity's purpose
- Not in your charity's best interests
- In breach of the law



All content shared on social media must comply with any relevant laws including UK GDPR rules on publishing personal information or data, privacy laws, copyright law, defamation law, whistle-blower protection as well as equality and human rights. All content shared must be with the relevant consent, where this is required.

Staff and volunteers responsible for managing KEF KID's social media channels are made aware of the rules and codes of conduct of the platforms being used and the risks associated with spreading false information, particularly if this is shared with intent to mislead. These individuals are required to check with a member of the KEF KIDS executive committee for authorisation prior to releasing new content, unless agreed otherwise.

KEF KIDS recognise that publishing certain content can result in a criminal offence, which is a police matter. Examples include communications which constitute hate crime or are malicious, threatening, indecent or grossly offensive.

USING SOCIAL MEDIA TO ENGAGE WITH THE PUBLIC:

Facilitating comments from others on social media can be a valuable way for KEF KIDS to hear directly from and engage with supporters, beneficiaries and the wider public. But it also means that others can post inappropriate or illegal content on the charity's social media pages or posts, or through associated groups and forums.

If someone outside of KEF KIDS has posted content that poses a risk to KEF KIDS, KEF KIDS will consider what action should be taken, based on the nature of the content and in accordance with the policy, including whether it is necessary to ask a platform to ban or block users from any further engagement with KEF KIDS and whether it is necessary to take any legal advice and reporting matters to the police where appropriate.

CONTENT POSTED OR SHARED BY TRUSTEES, EMPLOYEES OR VOLUNTEERS ON THEIR PERSONAL SOCIAL MEDIA ACCOUNTS:

Trustees, charity employees, volunteers and any other individuals have the right to exercise their freedom of expression within the law in their communications, including when using social media. This includes personally supporting a particular political party during an election, something a charity cannot do. However, trustees should be aware of the potential for content posted by individuals in their personal capacity being associated with the charity.

There is no expectation that the KEF KIDS Executive Team monitor personal social media accounts. However, if they become aware of content posted or shared by an individual being associated with and having a negative effect on the charity, they should consider what action to take to protect the charity. When dealing with any issue concerning a trustee, or a person or organisation connected to them, you



must ask the individual who posted or shared the content to leave the meeting where you decide your response.

To help manage the risks and any impact on the charity, KEF KIDS have their social media policy easily accessible to everyone involved in the organisation.

Individuals who are trustees, are in senior management, or in specialist roles, where they are publicly associated with the charity, should take particular care as personal views may be misunderstood as being the charity's view that individuals should make clear on their personal social media accounts that their views are their own and not the charity's reference to the charity's HR policies in this area, if relevant who they apply to the consequences of any breach of such guidelines

STAYING SAFE ONLINE:

KEF KIDS adopts processes to help manage access to KEF KIDS's social media accounts and manage the security of all social media accounts and has a process for what to do if someone gains access to the charity's accounts who shouldn't. KEF KIDS will remain aware of the risk around others creating fake accounts for KEF KIDS and inappropriate content being shared from these fake accounts. KEF KIDS is aware of the need to identify and report these accounts to the social media platform and the guidance.

BREACH OF THE POLICY:

Where there has been an apparent breach of the policy or the law, KEF KIDS will act immediately including deleting or removing the content if that is possible and reporting the matter to any relevant body, if required. KEF KIDS will investigate how the breach took place and respond in line with the social media and other relevant policies.

KEF KIDS Executive Team/Trustees will consider whether corrective action is needed including making public statements. Consideration will be made as to whether to report an incident to the Charity Commission if it has caused significant harm or loss to your charity or the people it helps.

STAFF DEVELOPMENT:

Relevant staff and volunteers will receive induction and ongoing guidance on the contents of this policy to ensure they understand their responsibilities and follow best practice.



REVIEW OF POLICY:

This policy will be reviewed every three years or sooner if required by legislative changes or the operational needs of KEF KIDS.

Responsibility for the implementation and review of this policy rests with the KEF KIDS Executive Committee and Board of Trustees.

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