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**FAIR FROME**

**SOCIAL MEDIA, PRESS AND ONLINE SHARING STATEMENT**

It is the policy of Fair Frome to always protect our clients and service users by creating a safe environment for them to use our services. Our social media, press and online sharing policy ensures that our services, staff and clients are protected as well as the organisation itself.

At Fair Frome we produce a wide range of materials to tell people affected disadvantage about our services, to campaign on wider issues surrounding poverty and to raise money for our programmes.

The Fair Frome social media, press and online sharing policy states that:

1. Fair Frome Staff, volunteers and Trustees must not post disparaging or defamatory statements about the organisation or its stakeholders.
2. Fair Frome Staff, volunteers and Trustees should make it clear in social media postings that they are speaking on their own behalf (unless they are posting as part of their job role).
3. Fair Frome Staff, volunteers and Trustees must not post comments about sensitive business-related topics, such as performance.
4. If Fair Frome Staff, volunteers and Trustees see content on social media that disparages or reflects poorly on the charity they should refer this to the Chair of Trustees.
5. Fair Frome Staff, volunteers and Trustees must not post anything that could be considered discriminatory against, or bullying or harassment of, an individual.

Note: these rules apply as much to personal social media accounts of staff, volunteers and trustees as they do to the Fair Frome accounts.

**Fair Frome’s Social Media, Press and Online Sharing Procedure**

**Who will the policy apply to?**

All staff, volunteers and trustees must follow this policy and procedure when directly writing, publishing or commenting about the work or details of Fair Frome. At Fair Frome, we understand that all staff, volunteers and trustees have the right to their own personal social media accounts and online platforms. However, we accept all members to respect the public image and privacy of Fair Frome in line with our GDPR policy. Staff members are not allowed to use work computers for personal use and will be disciplined if found to be abusing their roles as Fair Frome social media administrators.

**Definitions of Fair Frome Social Media, Press and Online Platforms**

Fair Frome manages several online accounts to help fundraise, campaign and communicate with the organisation’s donors, supports and clients. Fair Frome recognises that the list of in-use accounts is constantly changing, any online account will fall into one of the following categories:

1. Social Media: this includes accounts on platforms such as Facebook, Twitter, Instagram, TikTok, WhatsApp
2. Fundraising tools: this includes accounts on platforms such as Local Giving, Donr, Just Giving, Facebook Donate
3. Apps and Tools: this includes any accounts used by Fair Frome admin to help fundraise, manage donors or communicate. Examples of these include Bank the Food, SumUp, Banking Apps, Gmail App

**Fair Frome’s public image**

The public image of Fair Frome must be protected in order to uphold our charitable objectives and protect our clients, service users, volunteers, staff and trustees. Any external press coverage or requests must be run by the Chair of Trustees or Fair Frome Coordinators. Any internal press releases must also be internally shared with the Chair or Vice-Chair of the Trustee Board before publication. Fair Frome also reserves the right to refuse participation in any external press if they feel it does not align with the Fair Frome objectives.

**Application of this policy**

This Social Media, Press and Online Sharing Procedure applies to all staff, online account admins and managers both in and out of work hours. The nature of Fair Frome’s social media accounts mean that administrators who may need to post and respond to comments outside of office hours. In all cases staff and online administrators must always use the Fair Frome official accounts to do this and not their personal accounts, this is because Fair Frome’s policy does not cover use of personal accounts.

Due to the small nature of the charity, Fair Frome online administrators will be required to use their own personal devices to carry out any social media posting outside the office. When in the office all communications should take place on charity owned equipment such as the computers or staff mobile phones.

**Staff, volunteers and Trustees personal accounts**

Many staff members, trustees and volunteers will have personal social media profiles, these will rarely impact the work or public image of Fair Frome. However, as a charitable organisation Fair Frome expects all its members to respect the image of the organisation and to not post anything that goes against its core principles. If a member is found to be posting online and going against Fair Frome’s principles, they will be subject to the Complaints and Grievance Procedure.

**Personal Use of Social Media**

Fair Frome recognises that Staff, Trustees and Volunteers may use their personal social media in the workday. This is to be kept to a minimum and not interfere with the work duties being carried out. All staff, volunteers and trustees must be aware of others who they share they space with and be mindful of them whilst using the internet. Staff and Volunteers may also use the WIFI and their personal devices in breaks, if during this time they are found to be breaking our GDPR policy or inappropriately using the WIFI both for professional or personal use they will be subject to the Complaints and Grievance Procedure.

Social Media and Online platforms and continuously changing and The Trustees of Fair Frome will carry out regular monitoring of policy and procedures. These Policies will be reviewed annually. The Policy and Procedures were accepted and adopted by the Trustees of Fair Frome:

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| --- | --- | --- | --- |
| Name: | John Killah | Position: | Chair of trustees |
| Date: | 2.12.24 | Signature: | John Killah |

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