

	Social Media Policy	
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Document Information

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Version Control

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	Social Media Policy	
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1 Purpose

This policy aims to guide the use of social media to promote Quilts for Care Leavers Northern Ireland's (Q4CL NI) objectives, engage with our community, and protect our reputation.

2 Scope

This policy applies to all Trustees, volunteers, and representatives of Q4CL NI who manage or contribute to our social media accounts.

3 Responsibilities

Role	Responsibilities
Trustees	To be accountable for this Policy To be accountable for legislation compliance To be responsible for the management of incidents
Management Team	To be responsible for the implementation of this Policy To be responsible for the management of content on social media To be responsible for monitoring social media content
Document Owner	To be responsible for the accuracy and integrity of the document To ensure the content is sufficient for the carrying out the actions the document specifies
Tech Team	To maintain social media content
Volunteers	To ensure they are aware and comply with this document and other related documentation.

4 Objectives

Raise Awareness: Increase the visibility of Q4CL NI's purpose, programs, and events.

Engage Community: Foster a sense of community and encourage participation among supporters, volunteers, and beneficiaries.

Fundraising: Support fundraising efforts by promoting campaigns and sharing success stories.

Transparency: Provide updates on our activities and impact to maintain transparency and build trust.

5 Platforms

Facebook: Share updates and events, and engage with our community through posts, comments, and messages.

Twitter (X) – For real-time updates and engaging with followers.

Instagram: Share visual content, including photos and videos, to highlight our work.

TikTok: Create short, engaging videos to promote our block drive and initiatives.

6 Guidelines

6.1 Representation

- Always identify yourself as a representative of Q4CL NI.
- Use official logos and branding in accordance with our brand guidelines.

6.2 Content

- Share content that aligns with our purpose, objectives and values.
- Ensure all posts are accurate, respectful, and inclusive.
- Avoid sharing confidential or sensitive information.

6.3 Engagement

- Respond to comments and messages promptly and courteously.
- Encourage positive interactions and constructive dialogue.
- Report any inappropriate or harmful content to a Trustee.

6.4 Compliance

- Adhere to all relevant laws and regulations, including copyright and data protection laws.
- Follow the terms of service of each social media platform.
- Report any misuse to a trustee.

6.5 Personal Use

- When using personal social media accounts, avoid any statements that could be perceived as representing Q4CL NI.
- Do not share internal information or discuss Q4CL NI's activities without permission.

7 Acceptable Use

- Use social media in a manner consistent with Q4CL NI's values and purpose.
- Do not engage in or endorse any form of harassment, discrimination, or hate speech.
- Avoid posting content that is offensive, inflammatory, or inappropriate.
- Respect the privacy and rights of others, including volunteers, beneficiaries, and supporters.
- Do not use social media for personal gain or to promote personal projects unrelated to Q4CL NI.

8 Monitoring and Enforcement

- The management team will monitor accounts regularly; any content that does not comply will be deleted.
- All breaches will be investigated and reported to the appropriate authority.

9 Review

- This policy will be reviewed annually and updated as necessary.

10 Related Documentation

- [Computer Misuse Act 1990 \(legislation.gov.uk\)](http://legislation.gov.uk)
- [Data Protection Act 2018 \(legislation.gov.uk\)](http://legislation.gov.uk)
- [Regulation \(EU\) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data \(United Kingdom General Data Protection Regulation\)\(Text with EEA relevance\) \(legislation.gov.uk\)](http://legislation.gov.uk)