



Mayfield & Five Ashes Community Services

Registered Charity No. 1166647

www.mayfacs.org.uk



SOCIAL MEDIA POLICY

Mayfield & Five Ashes Community Services (MAYFACS)

A comprehensive guide for social media use for MAYFACS's (Mayfield & Five Ashes Community Services) channels and for individuals using social media in a personal capacity as a representative of MAYFACS.

This policy is intended for all staff and volunteers of the charity; this includes employees, consultants, trustees and volunteers. Before engaging in social media activity, you must read this policy, which contains guidance that will help you adhere to our standards.

What is Social Media and why do we use it?

Social media is the collective term given to web-based tools and applications which enable users to create, share and interact with content (words, images, graphics and video content), as well as network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include Facebook, X (formerly known as Twitter), LinkedIn, Instagram, YouTube, Twitch and TikTok.

Social media is essential to the success of communicating MAYFACS's work. It is important for designated staff and volunteers to participate in social media to engage with our audiences and stakeholders, contribute to relevant conversations, and raise the profile of MAYFACS's work, using the charity's corporate accounts. Some staff and volunteers may also support the charity's work using their personal accounts, and many will have social media accounts for personal use.

Building an engaged online community can lead to more significant long-term support and involvement from supporters. [Social media guidance from the Charity Commission](#) (September 2023) conveys how social media can be a highly effective way for a charity to engage its audiences and communicate about its work.

Why do we need a Social Media policy?

Social media is a fast-moving online world, where nuance and context can be easily lost. While social media brings the charity to a wide audience, it can also present risks. We want to ensure that all staff and volunteers using social media represent and reflect MAYFACS in the best way possible. It is also important to mitigate risks (such as reputational or legal issues) associated with the use of social media to protect our supporters, staff and volunteers, work and reputation.

While we encourage the use of social media to support our communications strategy or plans, we have important standards, outlined in this policy, which we require everyone to observe and adhere to. The difference between a personal and professional opinion can also be blurred on social media, particularly if you're discussing issues relating to MAYFACS's work. Publication and commentary on social media carries similar obligations and is subject to the same laws as other kinds of publication or commentary in the public domain.

Failure to comply with this policy could expose MAYFACS to reputational damage as well as putting staff, volunteers, services users and members at risk.

Everyone is responsible for their compliance with this policy. Breaches of policy or inappropriate behaviour may incur disciplinary action, depending on the severity of the issue. Staff and volunteers who are unsure about whether something they propose to do on social media might breach policies should seek advice from the Charity Manager or Volunteer Co-ordinator.

Social Media Policy:

Application of Policy

This policy applies to all social media platforms used by staff (including consultants, and freelancers) and volunteers (including trustees) in a professional and personal capacity.

This policy also applies to online blogs, wikis, podcasts, forums, and messaging based apps, such as WhatsApp. Social media can be accessed in various ways, including from a desktop or laptop computer, tablet or smartphone. This policy applies to the use of all such devices.

Point of Contact for MAYFACS social media accounts

Our Charity Manager is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have questions about any aspect of these channels, please speak to the Charity Manager (manager@mayfacs.org.uk). No other staff member or volunteer is permitted to post content on MAYFACS's official channels without the permission of the Charity Manager.

MAYFACS uses the following social media channels

- MAYFACS Facebook <https://www.facebook.com/Mayfacs>
- MAYFACS COMMUNITY SHED Facebook <https://www.facebook.com/MayfacsShed/>
- MAYFACS REPAIR CAFÉ Facebook <https://www.facebook.com/mayfacsrepaircafe/>
- MAYFACS Instagram <https://www.instagram.com/mayfacs2016/>

Rules for use: Code of Conduct:

- I will respond to others' opinions respectfully and professionally, whilst avoiding endorsing any political party or candidate.
- I will check facts before posting any material, seeking verification if applicable, and acknowledge and correct mistakes promptly using provided guidance
- I will disclose conflicts of interest where I am able
- I will obtain consent before sharing content about supporters, service users or third party organisations (including parental consent for content relating to children) and abide by the law when producing content (copyright law, confidentiality)
- I will link to online references and original source materials directly
- I will be considerate, kind and fair
- I will put safety first, being aware of our safeguarding and wellbeing practices to deal with any online abuse or unpleasant comments, as well as in the creation of content
- I will always ensure my activity does no harm to the organisation or to others
- I will champion MAYFACS and its services, and be an ambassador for our brand

- I will not insult, harass, bully or intimidate individuals or organisations, or make false statements that are damaging to a person's reputation (discrimination, harassment, defamation)
- I will not do anything that breaches my terms of employment/voluntary role
- I will not knowingly post inaccurate information

Use of personal social media accounts – appropriate conduct:

Personal social media use by staff and volunteers can sometimes be attributed to the charity or bring other risks for the charity or individual staff or volunteers. This policy does not intend to inhibit personal use of social media, but instead flags up those areas in which risks or conflicts might arise. MAYFACS staff and volunteers are expected to behave appropriately, and in ways that are considerate of MAYFACS's values and policies, both online and in real life.

1. Separate your personal views (make it clear when speaking for yourself and not on behalf of MAYFACS)
2. Take care when publishing personal views, particularly Trustees and Senior Staff (be aware of public duties and responsibilities)
3. Discuss risk and conflicts of interest (with Charity Manager)
4. Protect your personal reputation (be respectful and consider that personal accounts can be associated with MAYFACS as a charity)
5. Keep your political activity separate from the charity (be clear in separating personal political identity from MAYFACS)
6. Protect your privacy (be aware that 'liking' MAYFACS posts can draw attention to your personal accounts, set privacy levels of personal sites as strictly as you can, and opt out of public listings to protect own privacy. Avoid connecting with service users, volunteers, donors etc via social media. Avoid putting personal information (address, phone numbers etc) onto social media sites.)
7. Stay safe online (be aware of safeguarding and wellbeing practices and report any online abuse or abusive comments immediately to the Charity Manager and be wary of potential fraudulent activity and sites)

Accessibility

In line with MAYFACS equity, diversity and inclusion (EDI) policy (available on www.mayfacs.org.uk), we endeavour to ensure our social media is as accessible as possible.

This includes:

- Using plain English, accessible fonts and avoiding small text sizes
- Using contrasting colours
- Using subtitles where appropriate
- Using alt text for videos and images
- Explaining text contained in an image in the copy that accompanies it
- Following our brand guidelines which have been designed to be accessible.

Use of Social Media in the recruitment process

Recruitment should be carried out in accordance with the Safer Recruitment Policy, and associated procedures and guidelines. Any advertising of vacancies should be done with sign off by the Charity Manager and promoted through approved channels.

There should be no systematic or routine checking of candidates' online social media activities during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision. This is in line with MAYFACS's EDI Policy.

Use of Social Media to support fundraising activities

Our social media platforms play a key role in our fundraising efforts and engaging with our donors. Before using our social media channels for fundraising purposes, staff and volunteers should read our fundraising policy (www.mayfacs.org.uk) and adhere to [The Code of Fundraising Practices](#).

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