

# Kingswood Sports CIO Social Media Policy and Procedures

**Policy Number:** KS-SM-01

**Effective Date:** September 2024

**Review Date:** September 2025

**Approved by:** Board of Trustees

**Version:** 1.0

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## 1. Purpose

This policy provides guidelines for the responsible use of social media by Kingswood Sports CIO's employees, volunteers, and trustees. It aims to protect the charity's integrity and reputation while encouraging the use of social media to promote our mission, engage with the community, and share valuable information.

## 2. Scope

This policy applies to all employees, volunteers, trustees, and any other representatives of Kingswood Sports CIO who use social media on behalf of the Charity or in a personal capacity that may impact the Charity.

## 3. Definitions

**Social Media:** Online platforms and tools allow users to create, share, and engage with content. This includes, but is not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, blogs, and forums.

**Content:** Any material, including text, images, videos, and links, posted on social media platforms.

## 4. Policy Statement

- Kingswood Sports CIO encourages the responsible use of social media to support our mission and goals.
- All social media activity should reflect the values and principles of the Charity.
- Personal and professional use of social media should be clearly distinguished to avoid confusion.

## 5. Responsibilities

### Trustees and Senior Management:

- Ensure the implementation and review of this policy.

- Oversee the Charity's official social media accounts and content.

#### **Employees and Volunteers:**

- Adhere to this policy when using social media on behalf of the Charity or in a personal capacity that may affect the Charity.
- Report any issues or concerns related to social media use to their line manager or the designated social media officer.

#### **Designated Social Media Officer:**

- Manage and monitor the Charity's official social media accounts.
- Provide guidance and training on the use of social media.
- Ensure compliance with this policy and address any breaches.

### **6. Guidelines for Social Media Use**

#### **1. Official Accounts:**

- Only authorised individuals may create or manage official social media accounts for Kingswood Sports CIO.
- Official accounts should identify the Charity and include appropriate branding and contact information.

#### **2. Content Creation and Sharing:**

- Content should be accurate, respectful, and aligned with the Charity's mission and values.
- Do not share confidential or sensitive information without proper authorisation.
- Obtain permission before posting images or videos of individuals, particularly children and vulnerable adults.
- Ensure that all content complies with copyright and intellectual property laws.

#### **3. Engagement and Interaction:**

- Engage with followers positively and respectfully.
- Respond to comments and messages promptly and appropriately.
- Do not engage in arguments or negative discussions.
- Report any harmful content to the designated social media officer.

#### **4. Personal Use:**

- Employees and volunteers should clearly state that their views are their own and do not represent the Charity when using personal social media accounts.
- Avoid sharing any content that could harm the reputation of the Charity.
- Do not disclose confidential or sensitive information related to the Charity.

#### **5. Privacy and Security:**

- Protect personal and organisational information by using strong passwords and privacy settings.
- Be aware of the risks of sharing location information and personal details online.
- Report any security breaches or concerns to the designated social media officer immediately.

## 7. Reporting and Addressing Issues

### 1. Reporting:

- Any issues or concerns related to social media use should be reported to the designated social media officer or a senior manager.
- Reports should include details of the incident, including date, time, platform, and any relevant content.

### 2. Investigation:

- The designated social media officer will investigate reported issues promptly and thoroughly.
- The investigation will review the relevant content and speak with the individuals involved.

### 3. Action:

- Appropriate action will be taken based on the findings of the investigation.
- Actions may include removing content, issuing warnings, providing additional training, or disciplinary measures up to and including termination of employment or volunteer agreements.

## 8. Monitoring and Review

- The Board of Trustees will review this policy annually to ensure its effectiveness.
- The review process will consider feedback from employees, volunteers, and trustees.
- The designated social media officer will monitor compliance with this policy and report any issues to the Board of Trustees.

## 9. Contact Information

For any queries or concerns regarding this policy, please contact:

### Designated Social Media Officer:

Shane Davy ([shane.davy@kingswoodsports.co.uk](mailto:shane.davy@kingswoodsports.co.uk))

### Chair of the Board of Trustees:

Sarah Weichardt ([sarah.weichardt@kingswoodsports.co.uk](mailto:sarah.weichardt@kingswoodsports.co.uk))

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### Approved by:

Sarah Weichardt

Chair of the Board of Trustees

Kingswood Sports CIO

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This policy ensures that social media is used effectively and responsibly to promote Kingswood Sports CIO's mission and values while protecting the Charity's integrity and reputation.