

# Coodal Charity – Social Media Policy

## 1. Purpose

This policy sets out how trustees, staff, volunteers, and representatives of Coodal should use social media responsibly, in a way that protects the charity's reputation, complies with UK law, and supports our mission.

## 2. Scope

This policy applies to:

- Trustees, staff, and volunteers
- Contractors, consultants, and anyone representing Coodal online
- Use of both official Coodal social media accounts and personal accounts where Coodal is referenced

## 3. Principles

- **Respect:** Treat others with dignity, courtesy, and kindness.
- **Accuracy:** Share only information that is correct, verified, and in line with Coodal's values.
- **Safeguarding:** Protect children, vulnerable adults, and personal data at all times.
- **Reputation:** Avoid content that could harm the reputation of Coodal or undermine public trust in charities.

## 4. Using Official Coodal Accounts

- Only authorised individuals may post on official accounts.
- Content must align with Coodal's mission, values, and communications strategy.
- Sensitive issues or public statements must be approved by the Chair of Trustees or designated communications lead.
- Passwords must be kept secure and changed regularly.

## 5. Personal Use of Social Media

- You are free to use social media in a personal capacity but must make clear when views are your own.
- Do not disclose confidential or internal information about Coodal.
- Do not use Coodal's name, logo, or branding without permission.
- Avoid posting content that could be perceived as discriminatory, offensive, political, or harmful to Coodal's reputation.

## **6. Safeguarding and Privacy**

- Never post identifiable information about service users, beneficiaries, or colleagues without explicit consent.
- Follow GDPR and data protection requirements when handling images or personal data.
- Do not engage in private online communication with vulnerable beneficiaries.

## **7. Prohibited Behaviour**

The following is not acceptable on any platform, whether using Coodal accounts or personal accounts referencing Coodal:

- Bullying, harassment, or offensive remarks
- Hate speech, discriminatory or inflammatory comments
- Sharing confidential, false, or misleading information
- Political campaigning or endorsement of parties/candidates (as per Charity Commission rules)

## **8. Monitoring and Enforcement**

- Coodal reserves the right to monitor official accounts and investigate inappropriate use.
- Breaches of this policy may result in disciplinary or trustee action, up to removal from the organisation.
- Where laws are broken, Coodal may report matters to the relevant authorities.

## **9. Review**

This policy will be reviewed annually by the trustees to ensure it remains compliant with law and best practice.

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