Social Media Policy

Document Version No	1
Agreed by Board of Trustees	6 March 2025
Review Schedule	Once a year or (if sooner) in light of material changes to safeguarding legislation or guidance
Next Review Date	March 2026
Owner Responsibility	Digital Marketing and Donor Engagement Advisor

1. Introduction

1.1 Social media is essential to the success of communicating Unlimit Health's work. It is important for designated staff to participate in social media to engage with our audiences, partners and stakeholders, contribute to relevant conversations, and raise the profile of Unlimit Health's work, using the charity's corporate accounts. Building an engaged online community can lead to more significant long-term support and involvement from supporters.

1.2 All Unlimit Health staff and associated personnel must act in accordance with this policy. In addition, Unlimit Health staff and associated personnel must sign and be held accountable to Unlimit Health's code of conduct. Unlimit Health will apply appropriate disciplinary measures to staff found in breach of this policy and/or Unlimit Health's Code of Conduct.

1.2.1 Examples of misconduct include:
- Bullying and harassment – other members of staff or third parties
- Disclosing confidential or proprietary information
- Writing disparaging comments about Unlimit Health, its staff or other stakeholders
- Writing or publishing offensive material which brings Unlimit Health into disrepute, or that could cause a breach of confidence
- Using personal social media during working hours

The above list is not exhaustive.

1.3 This policy does not form part of any contract of employment or contract for services, and we may amend it at any time.

2. Purpose

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

2.2   While we encourage the use of social media to support our communications strategy, 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 Unlimit Health's work. Publication and commentary on social media carry similar obligations and are subject to the same laws as other kinds of publication or commentary in the public domain.

2.3   This policy provides guidance on the appropriate use of social media in relation to Unlimit Health. Staff, volunteers, and board members, and associated personnel may also support the charity's work using their personal accounts, and many will have social media accounts for personal use.

2.4   Unlimit Health employees should not spend an excessive amount of time while at work engaged in personal/non-work-related social media. This is likely to have a detrimental effect on employees' productivity. They should ensure that the use of social media does not interfere with their other duties.

3. Glossary of Terms

3.1   **Associated personnel** – any person (other than Unlimit Health employees or workers) who has a contract to work for, or provide services to, Unlimit Health or who is representing Unlimit Health in any capacity. This includes, but is not limited to, interns, consultants, trustees and volunteers.

3.2   **Child** – a person below the age of 18.

3.3   **Content** - any form of information or material shared and disseminated through social media channels. This includes text, images, videos, audio, and interactive elements created for communication, engagement, or informational purposes.

3.4   **Hootsuite** - a social media management platform that enables users to manage and schedule posts across multiple social media accounts from a single interface. It offers tools for monitoring social media engagement, analyzing performance metrics, and tracking conversations.

3.5   **Partner** – delivery partners, sub-contractors, and organisations that receive funding from Unlimit Health. This includes, but is not limited to, government ministries and departments, and national and international non-government organisations (**NGOs**).

3.6   **Post** - piece of content shared on a social media platform. This can include text, images, videos, or links that are published by a user or organisation to communicate information, express opinions, or engage with an audience.

3.7   **Private group** - a closed or restricted online community where membership and access are controlled by the group's administrators. Only approved members can see and participate in the group's content, which may include posts, comments, and media.

3.8   **Private message** – sometimes referred to as Direct Message (DM). A feature on social media platforms that allows users to send messages privately to one another. These messages are not visible on the public timeline or feed and can only be seen by the sender and the intended recipient(s).

3.9   **Safeguarding** – the steps Unlimit Health takes to protect people (including children and adults at risk) from harm that might arise from interaction with our organisation, and the steps we take to work proactively with partners to facilitate safeguarding best practice.

3.10   **Social media** - online platforms and applications that enable users to create, share, and engage with content, such as text, images, and videos. These platforms facilitate interactions and communication among users, allowing them to connect, collaborate, and participate in discussions

3.11   **Tagging** - the action of identifying and linking a user or entity within a post, photo, video, or comment. When a user is tagged, a notification is typically sent to the tagged individual or organisation, and the tagged content may be associated with their profile or page.

3.12   **Vulnerable individuals** – sometimes also referred to as an adult at risk or vulnerable adult. A person who is or may need care by reason of mental or other disability, age, or illness, and who is or may be unable to take care of themselves, or unable to protect themselves against significant harm or exploitation.

3.13 **WhatsApp** - a messaging application for smartphones that allows users to send text messages, voice messages, images, videos, and documents. It also supports voice and video calls, and features group chat capabilities.

4. Scope

4.1 This policy covers:
- Unlimit Health staff use of official Unlimit Health social media channels
- The use of personal social media channels by Unlimit Health staff, volunteers, and trustees

5. How Unlimit Health uses social media

5.1 Organisational objectives

5.1.1 Unlimit Health uses social media to amplify our mission, engage with a broader audience, and drive greater awareness and support for our cause. Through strategic use of these platforms, we share compelling stories, updates, and calls to action in real-time, fostering community engagement and connecting directly with donors, volunteers, and partners. Additionally, our social media presence demonstrates our expertise, raises our profile within the Neglected Tropical Diseases (**org**) sector, and encourages partnerships with Ministries of Health and other key stakeholders, further expanding our reach and impact.

5.2 Social media platforms

5.2.1 Unlimit Health currently has an official presence on the following social media platforms:

- **LinkedIn**: https://www.linkedin.com/company/unlimithealth
- **Bluesky:** https://bsky.app/profile/unlimithealth.bsky.social
- **X (formerly known as Twitter)**: https://x.com/unlimit_health
- **Instagram**: https://www.instagram.com/unlimithealth/
- **Facebook**: https://www.facebook.com/unlimithealthuk/
- **YouTube:** https://www.youtube.com/@unlimithealth

5.2.2 Unlimit Health has multiple WhatsApp groups created and maintained for internal communication and coordination among staff, and potentially volunteers and trustees.

5.2.3   Employees who use sites such as LinkedIn must ensure that the information on their profile is accurate and up to date and must update their profile on leaving our employment to show that we no longer employ them.

5.3   Private groups

5.3.1   Unlimit Health does not operate any private groups or private discussion boards where supporters, partners, or stakeholders engage with Unlimit Health.

5.4   Third party content

5.4.1   We will engage positively with our social media community, liking and resharing content from third parties when it supports our mission and encourages meaningful dialogue. We will interact and converse with third parties, including individuals and organisations, to build relationships and further our mission. All interactions will be handled professionally and respectfully to maintain our organisation's reputation

5.4.2   We will moderate third-party content to ensure it aligns with our mission and values. We will not tolerate any comments that are defamatory, discriminatory, or offensive. Our Digital Marketing and Donor Engagement Advisor will be responsible for reviewing and moderating comments, responding to questions and constructive feedback, and removing any inappropriate content. This responsibility extends to managing interactions from staff, volunteers, and trustees.

6.   Oversight and controls

6.1   Account access and security

6.1.1   Access to our social media channels is managed through the tool Hootsuite, which allows Unlimit Health to post content, monitor engagement, and follow conversations related to our work and sector across social media platforms.

6.1.2   On occasion, the Digital Marketing and Donor Engagement Advisor or Communications team may access social media channels directly on the relevant platform if they require features or functionality not available through Hootsuite.

6.1.3   Access to our social channels, whether via Hootsuite or directly, is limited to the Communications team. Passwords, logins, or means to access our social channels should not be used by other staff, volunteers, or trustees without prior approval from a member of the Communications team.

6.2 Social media management

6.2.1 The Digital Marketing and Donor Engagement Advisor is responsible for the day-to-day management of Unlimit Health's social media channels and may be assisted by the wider Communications team. This ongoing management includes posting content, responding to messages, and engaging in conversations on behalf of Unlimit Health.

6.3 Additional approval

6.3.1 In situations requiring further consideration, such as high-profile announcements or a social media crisis, actions taken on social media will be reviewed by the Head of Communications and, if necessary, escalated to the Director of Partnership and Communications for input and direction.

6.3.2 Where input on matters of policy or technical expertise is required, advice and approval of content will be sought from relevant members of staff, such as the Director of Policy & Innovation, the Technical Director, or the most appropriate staff member.

6.4 Moderation and removal of content

6.4.1 The Digital Marketing and Donor Engagement Advisor is responsible for moderating third-party content, posts, and comments. Social media channels will be monitored daily for any content that may require removal.

6.4.2 If a staff member, volunteer, or trustee sees content, messages, or posts of concern, they should report them to the Digital Marketing and Donor Engagement Advisor so that action can be taken, or they can inform the wider Communications team to alert them of the issue.

6.4.3 If content is posted on our official channels that later needs to be removed, this can be undertaken by the Digital Marketing and Donor Engagement Advisor or members of the Communications team.

7. Required conduct for managing social media

7.1 Conduct, compliance and legal considerations

7.1.1 Those posting on social media on behalf of Unlimit Health must ensure they:
- Post content that is accurate, truthful, and transparent

- Act with consideration, kindness, and fairness in all interactions
- Respond to others' opinions respectfully and professionally
- Champion Unlimit Health and its services
- Acknowledge and correct mistakes promptly using provided guidance
- Do no harm to the organisation or to others
- Refrain from insulting, harassing, bullying, or intimidating individuals or organisations
- Avoid actions that breach their terms of employment

7.1.2   Failure to adhere to this policy may result in action being taken under our disciplinary policy which could lead to dismissal. Depending on the nature of the offence it may also be necessary to notify the police.

7.1.3   This policy should be followed in accordance with any guidelines provided by the Charity Commission and the UK legislation relevant to social media, including:
- The Lobbying Act 2014
- Defamation Act 2013
- Copyright, Designs and Patents Act 1988
- General Data Protection Regulation (GDPR) 2018 and the Data Protection Act 2018
- Communications Act 2003
- Equality Act 2010

7.2   Interactions with young people or with vulnerable people

7.2.1   Unlimit Health's social media interactions with children, young people, or vulnerable individuals require heightened care and attention. Any interactions that raise concerns should be promptly reported to the Head of Communications and a designated safeguarding lead.

7.2.2   All engagement with children, young people, and vulnerable individuals on social media should comply with the Unlimit Health Safeguarding Policy.

7.2.3   Interaction with children, young people, or vulnerable individuals is permissible in public areas of social media channels as part of normal use of social media channels. However, staff must observe the following guidelines:
- Share only content that is age-appropriate and relevant to the audience or individual. Avoid content that could be distressing or inappropriate.
- Do not unduly draw attention to their social media accounts by tagging them or using other methods without appropriate consideration or permission from parents or guardians.
- Maintain professional boundaries in all communications. Avoid personal conversations and refrain from sharing personal contact information.

7.2.4   Staff, volunteers, and Trustees should not initiate private conversations with children, young people, or vulnerable individuals via private message or direct message. If a child, young person, or vulnerable individual initiates contact through direct messaging, they should be responded to but encouraged to communicate through official email channels if the conversation is to continue.

7.2.5   Staff should never use personal social media accounts to communicate with children, young people, or vulnerable individuals regarding Unlimit Health.

7.2.6   When children, young people, or vulnerable individuals are included in social media content (such as by name, photo, or video), this content may only be shared with the appropriate permissions as outlined in the Unlimit Health Content Collection Policy.

7.3   Training and Knowledge

7.3.1   The Digital Marketing and Donor Engagement Advisor, along with the wider Communications team, should ensure we maintain best practices across all aspects of social media management, including content production, security, and safeguarding. To support this, the team should regularly undertake social media training through webinars, conference sessions, and in-person or online training.

7.3.2   Digital governance training will be integrated into existing safeguarding & GDPR sessions to ensure that all employees have a good understanding of this policy.

7.4   Monitoring Policy Breaches

7.4.1   Day-to-day, the Communications team closely monitors social media output and engagement with our audience. If a potential breach of this policy occurs, the Digital Marketing and Donor Engagement Advisor should report the issue to the Head of Communications for review, who can escalate it further if necessary.

7.4.2   All staff, volunteers, and Trustees should be vigilant for potential breaches of this policy. Since most social media is public facing, any potential breaches noticed by staff, volunteers, or trustees should be reported to the Digital Marketing and Donor Engagement Advisor or the Head of Communications.

8.   Relationship to other policies

8.1 This policy should be read alongside the following policies and procedures, which are available on SharePoint:

- Code of Conduct
- Disciplinary Policy
- Equality and Diversity Policy
- Safeguarding Policy
- Fundraising Policy
- Anti-Bullying and Harassment Policy
- Unlimit Health Brand guidelines
- Unlimit Health Content Collection Policy
- IT Information and IT Security Policy
- Data Protection Policy

The above list is not exhaustive.

9. Personal Social Media

9.1 Personal social media use by staff, volunteers, and trustees can sometimes be attributed to the charity or pose risks for both the charity and the individual. This policy does not aim to inhibit personal use of social media but highlights areas where risks or conflicts might arise. Unlimit Health staff, volunteers, and trustees are expected to behave appropriately and in accordance with Unlimit Health's values and policies, both online and in real life.

9.2 Take care when publishing personal views, particularly for trustees and senior staff. Be aware that any information made public could affect how people perceive Unlimit Health. Those in senior management, including trustees, as well as individuals in public-facing or specialist roles who are well-known in their field, must exercise caution, as personal views published may be misunderstood as representing Unlimit Health's position.

9.3 Think about your personal reputation as well as Unlimit Health's. Express your opinions and deal with differences of opinion respectfully. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions.

9.4 Be aware of your association with Unlimit Health and ensure your profile and related content is consistent with how you wish to present yourself to the public, colleagues, partners, and funders.

9.5 Staff, volunteers, and trustees who are politically active in their spare time need to clearly separate their personal political identity from Unlimit Health and be aware of potential

risks and conflicts of interest. Staff should inform their line manager about any such political activity, while trustees should inform the Chair.

9.6   Be careful with your privacy online and be cautious when sharing personal information. Remember that a simple 'like' can draw attention to your personal accounts.

9.7   Staff, volunteers, and trustees should be aware of the dangers of sharing personal information on social networking sites, such as addresses, home and mobile phone numbers, or even revealing their current location. This is particularly important for those who regularly travel internationally to countries classified as high security risks.

9.8   Please do not use Unlimit Health's logos or trademarks unless explicitly approved to do so. Permission to use logos must be requested from the Communications team, and any content created must adhere to our brand guidelines.

9.9   Excessive personal use of social networking/media and chat sites is not permitted during working hours.

10. Responding to incidents

10.1   Deleting Content

10.1.1   Content posted on official Unlimit Health social media channels can be deleted by the Digital Marketing and Donor Engagement Advisor or the wider Communications team if it is deemed to be in breach of this policy, posted in error, or shared at an inappropriate time.

10.1.2   If a staff member, volunteer, or trustee believes that content should be deleted due to inaccuracies or for any other reason, they should report the relevant post(s) to the Digital Marketing and Donor Engagement Advisor or the wider Communications team.

10.2   Involving senior staff

10.2.1   Issues can arise on social media that escalate into a crisis due to their sensitivity or potential to cause serious damage to the charity's reputation.

10.2.2   The SLT should be notified of any social media incidents that pose a risk of reputational damage, dissatisfaction from key stakeholders, dissatisfaction from donors or funders that could lead to a loss of income, safeguarding concerns, or any situation with the potential to

gain wider awareness through media coverage or viral spread on social media.

10.2.3   Board Trustees should be notified if an incident has led to reputational damage, significant loss of income, a safeguarding incident, or has gained wide public attention or received media coverage.

10.3   Responding to criticism

10.3.1   The nature of social media means that complaints are highly visible and can escalate quickly. Failing to act promptly can be detrimental to the charity and its people.

10.3.2   Unlimit Health is committed to addressing complaints or criticism received via social media promptly and professionally. The Digital Marketing and Donor Engagement Advisor will monitor our social media channels for feedback and respond to concerns in a respectful and constructive manner. Our goal is to resolve issues swiftly and transparently, demonstrating our commitment to accountability and continuous improvement. If a complaint cannot be resolved immediately, it will be escalated to the Head of Communications for further investigation and action.

10.4   Responding to abusive messages

10.4.1   Unlimit Health will not tolerate any comments that are defamatory, discriminatory, or offensive on our social media channels. Those who post such material will be blocked or removed using the tools available on the relevant platform.

10.4.2   If staff, volunteers, or trustees are targeted with abusive messages on social media, the incident should be immediately flagged to the Digital Marketing and Donor Engagement Advisor or the wider Communications team so that appropriate action can be taken. Such incidents should also be reported to the staff member's line manager and, if necessary, to the Head of People.

10.4.3   Where abusive, defamatory, discriminatory, or offensive content is deemed sufficiently threatening, or if there is a serious safeguarding concern, the relevant authorities, such as the police, may be contacted to report the messages.

10.4.4   We encourage everyone who is on social media to be aware of our safeguarding and wellbeing practices for dealing with online abuse and to consult with their line manager when necessary.

10.5   Social media crises

10.5.1 In the event of a social media crisis, we will implement the wider crisis management process within the Communications team.

10.5.2 In a social media crisis, all scheduled social media output will be halted in Hootsuite, and staff, volunteers, and trustees may be asked to refrain from posting on personal social media channels.

10.6 Reporting a social media crisis

10.6.1 Following a social media crisis, the Leadership team should review the criteria for reporting a serious incident to the Charity Commission and make a report, if necessary, as well as report to any other relevant authorities, such as other regulatory bodies or the police.

Declaration

By signing I confirm I have read and understood this policy and procedures.

Print Name _____

Title _____

Date _____

Signature _____