Deo Duce Foundation

The Old Salvos charity supporting young people in Harrow

Social Media Policy

1. Overview

1.1 This policy explains your responsibilities when you use social media, while representing DDF.

1.2 This policy applies to all Trustees and anyone representing DDF.

1.3 DDF reserves the right to monitor your use of social media, to ensure you are complying with this policy. You give us your consent to monitor your activities.

1.4 Any Trustee who breaches this policy you may face disciplinary action and we may require you to remove any social media content that breaches this policy. You could also face legal proceedings if comments you post about DDF or named individuals are found to have harmed our or their reputation e.g. under laws governing defamation.

2. What is social media?

2.1 Social media is always developing. It includes, but is not limited to, websites and applications that allow users to create and share content and/or take part in online networking.

2.2 This policy also covers personal blogs, any posts you might make on other people's blogs, any podcasts you create or contribute to, and all online forums and noticeboards.

3. Using social media

3.1 You may use your own equipment to access social media as long as you follow this policy and you are not involved in creating any inappropriate or unprofessional content.

3.2 You must not post personal content on any DDF social media account you are authorised to use, or any account you set up for the purpose of helping you fulfil your role as Trustee. These accounts belong to DDF, and your access will be stopped if you abuse this policy in any way. If you leave DDF your access will also be stopped. We may also ask for them at any other time and in either case you must supply them straightaway.

4. Your responsibilities when using social media

4.1 Always identify yourself and make it clear your opinions are your own and you are not speaking on DDF's behalf. You might consider doing this in a disclaimer. Use a personal email address; do not create a social media account that could be mistaken for an account we have set up, or could set up.

4.2 It is your duty to protect DDF's interests and you must not publish anything that could directly or indirectly damage these or compromise our reputation. If you speak on DDF's behalf on social media you must always make sure anything you do post is accurate, appropriate and lawful. Always get your colleagues' permission before posting images of them or any of their personal details.

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4.3 You must take personal responsibility for your social media content. If you can be identified as a Trustee or are working for DDF, ensure your profiles and posts align with professional standards. Be mindful that even if you do not name DDF explicitly, your association may still be recognised by others. Be aware of this when posting. If you are in any doubt about what is and is not acceptable, please talk to a fellow Trustee.

4.4 You must always show respect to others when using social media. You must never criticise DDF or anyone with which it has a relationship and / or your fellow Trustees and / or colleagues. Our other policies give guidance on the type of behaviour we consider unacceptable, and we expect you to maintain the same high standards when using social media. Specifically, we will not tolerate any of the following:

- Abusive or threatening language or images;
- Sexually explicit language or images;
- Unlawful or disrespectful comments;
- Trolling (starting or pursuing arguments in an online community with the intention of disrupting normal discussions within that community);
- False or misleading statements;
- Impersonating your colleagues or third parties; or
- Inciting somebody to commit a crime.

4.5 You must respect DDF confidentiality at all times and not use social media to comment on sensitive business matters, including — but not restricted to — the following:

- Our intellectual property;
- Any information intended for internal use only; or
- Anything else that is not already in the public domain, but which may be sensitive for DDF and / or Trustee and / or a 3rd party with which DDF has a collaborative relationship.

Be careful when using our logo and name in any posts and ensure they are only used as positive pieces of PR for the business. If in doubt please exercise caution and check with a fellow Trustee before posting.

4.6 Always be aware of the public nature of social media. Even content posted on a restricted forum can quickly be shared across other social media, and you must assume that anything you publish anywhere, (including, but not limited to, screenshots, texts taken out of context and reposts) will sooner or later reach the public domain. When you share content posted by others, remember that you may be seen as giving tacit approval to opinions that could bring the Company into disrepute.

4.7 You must never air on social media grievances about DDF or any of our activities.

5. Other social media guidance

5.1 Always respect copyright and other intellectual property rights, and always check whether or not a third party's content is protected before you reuse or re-post it. Make sure you have consent before you use it.

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5.2 You should contact your manager if you find anything posted to a social media site that breaches this policy or otherwise brings the Company into disrepute.

Version	Date	Comments	Next review
1.0	1st July 2024	New policy introduced approved by Trustees	Annual August 2025
2.0	8th July 2025	Clarifying amendments approved by Trustees	August 2026