SOCIAL MEDIA POLICY

This policy was approved by the Trustees on 10th October 2025 and will be reviewed on or before 9th October 2026

1. Introduction

1.1. This social media policy outlines how Rudolph Walker Foundation, its trustees, and its employees, staff, volunteers, consultants and contractors, or anyone working freelance for the Foundation, should conduct ourselves online. It helps safeguard our brand's reputation and encourages staff to responsibly share the Foundations messages and work.

1.2. The Rudolph Walker Foundation encourages responsible use of social media and open communication, recognising social media's role in sharing information, disseminating our work, adding our voice and support to campaigns, and participating in discussions about areas of interest to the Foundation.

1.3. Social media is the term commonly used to use digital tools which allow users to interact with each other by sharing information, opinions, knowledge, visuals, and interests online. Examples include, but are not limited to, Facebook, X formerly known as Twitter, Bluesky, Snapchat, YouTube, Instagram, blogs, and LinkedIn.

1.4. The policy applies to all people who might use social media on behalf of the Foundation, whether they are employees, trustees, volunteers or consultants or other. These are collectively known as 'staff' in this policy.

1.5. This policy should be read in conjunction with the GDPR policy. Social media should never be used in a way that breaches any of the Foundation's policies (e.g. Data Protection, Code of Conduct, Bullying and harassment).

1.6. The policy should also be read in conjunction with the Data Protection Policy. Care should be taken with all personal information held by the Trust, including photographs and film.

2. Responsibility

2.1. All staff have a responsibility to ensure that they use social media appropriately to promote the work and interests of the Foundation.

2.2. The XXX is responsible for overseeing and monitoring the use of social media across the Foundation.

2.3. All corporate accounts should be approved by the XXX in advance of being set up.

2.4. The XXX should have administrative rights to all corporate accounts and on a random basis will regularly check outputs.

3.Use of social media

3.1. It should be assumed that any social media content will be available publicly and on a permanent basis. Care and caution should therefore be taken before any content is posted or a tweet retweeted. If you are in any doubt about whether or not to post or respond to something on social media, ask the XXX or the XXX to have a look at the content before you post.

3.2. You are personally responsible for the content you publish on any personal or corporate blog, social media or any other form of user-generated media. Remember that the internet never forgets. This means everything you publish will be visible to the world for a long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review. If you are still unsure and it is related to the Foundation, talk to your manager or to the XXX.

3.3. Rudolph Walker Foundation reserves the right to remove certain content that any member of staff may post on Trust-owned and administered websites and pages.

3.4. All data relating to social networks written, sent or received through the Rudolph Walker Foundation's computer systems are part of official records of the Foundation. All data remains the property of the Rudolph Walker Foundation and cannot be removed or copied on leaving employment or service.

3.5. Knowingly breaching the social media policy is a serious matter. Users who do so may be subject to disciplinary action, up to and including termination of employment.

3.6. Users of corporate accounts should not:

• Use social medial for any illegal and criminal activity

• Create or transmit material that might be defamatory or incur liability for the Rudolph Walker Foundation

• Send or post messages, photos, gifs, infographics or other material that could damage Rudolph Walker Foundation's image or reputation

• Post messages or links to material that is inappropriate

• Send offensive or harassing material

• Broadcast unsolicited views on social, political, religious or other non-corporate related matters

• Upload software without prior authorisation

• Upload or share links to illegal copies of music, films, games or other software

• Post, upload, forward, or link to spam, junk email or chain emails

• Post confidential information about either the Foundation or individuals

• Post personal statements of an offensive nature

• Disrespect your audience. Do not use ethnic or religious slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the Foundation's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory (such as religion or politics).

• Post something that is not true. Be the first to respond to your own mistake. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

• Breach copyright. If it is not yours, do not use it. It is that person's choice to share their material with the world, not yours. Before posting someone else's work, please check with the owner first.

• When you do make a reference, where possible, link back to the source.

• Be aware that others will associate you with your employer when you identify yourself as such. Please ensure that your Facebook, Linked-in, or Instagram profile and related content is consistent with how you wish to present yourself with colleagues.

• Even if you act with the best intentions, you must remember that anything you put out there about Rudolph Walker Foundation can potentially harm the Trust. As soon as you act on the Foundation's behalf by distributing information, you are upholding its image. Please act responsibly.

4. Personal accounts

4.1. If you have any personal social media accounts, you need to make it clear that these are personal accounts expressing your personal views and do not reflect your professional role at Rudolph Walker Foundation. However, even with this disclaimer we would urge caution as it is easy for journalists to view public social media accounts and for your posts to be linked to the work of Rudolph Walker Foundation.

4.2. Staff with personal social media accounts or blogs should be mindful of who can view their profile and posts and take suitable precautions, using discretion and judgement.

4.3. Staff with both personal and corporate accounts should maintain the distinction between the two and ensure that the appropriate one is used when comments are posted.

4.4. Staff should keep personal use reasonable, restricting it to non-work times such as lunch breaks.

4.5. Whilst this policy is to govern the use of corporate accounts, staff with personal social media accounts or blogs should be mindful of who can view their profile and posts and take suitable precautions, using discretion and judgement.

4.6. If staff are identified with the Trust within their personal account, then their comments could be construed as those of the Trust and appropriate care should be taken.

5. Copyright

5.1. Social media users are reminded that they must consider intellectual property rights, copyright and ownership of data and ensure that the appropriate permissions have been obtained before reproducing any printed matter or images.

5.2. Photographs are the copyright, by default, of the photographer. Photographs taken by an employee in the course of their work are likely to be the copyright of the employer.

5.3. It is good practice to link to others' work rather than reproduce it.

6. Image rights

6.1. Where there is a reasonable expectation of privacy, the taking and publishing of photographs without consent is likely to be an invasion of privacy under the Human Rights Act. However, the definition of 'reasonable expectation of privacy' is open to debate.

6.2. The subjects of photographs, e.g. grantholders, volunteers, beneficiaries etc, should always sign a model release form (proforma available from the Communications Manager). Once signed these are held by the Communications Manager for an agreed length of time, then destroyed.

6.3. Similarly, identifiable subjects of a visual or audio recording of a seminar or event should sign an all-rights release agreement (proforma available from the Communications Manager).

6.4. If you record your performance in a lecture, for example, with an audience, but with no individual identifiable in the recording, then this is generally reasonable provided all audience members agree to being recorded.

6.5. Photography at public events is generally acceptable without subject consent.