



Social Media Policy (June 2025)

The Social Media Policy sets out how The Stringcredibles use social media and how the team and trustees are expected to engage with social media to promote the work of The Stringcredibles and in a personal capacity.

Guidelines

Using The Stringcredibles social media channels – appropriate conduct.

Roles and responsibilities:

1. Amy Thomas is responsible for setting up and managing The Stringcredibles' social media channels. Only those authorised to do so by Amy Thomas will have access to these accounts.
2. The Team and Trustees are responsible for familiarising themselves with the contents of this policy and following the guidance.

Using The Stringcredibles' social media channels - appropriate conduct

Social Media Channels:

1. The use of social media is an important mechanism for sharing The Stringcredibles' news and raising the profile of the charity and its work. The Stringcredibles operates the following social media channels, for different purposes:
 - Facebook • Instagram • YouTube

Contributing to social media:

1. On a day-to-day basis, Amy Thomas is responsible for the content created for and posted to all of The Stringcredibles' social media channels. Other members of the team may be asked to take photographs, or other content, for uploading onto The Stringcredibles social media platforms. Anyone capturing content is responsible for making sure those who appear in the content (children and adults) have given the appropriate consent. Any material that is captured should be within the scope agreed beforehand by Amy Thomas, and in accordance with The Stringcredibles' Child Protection and Safeguarding Policy.
2. Be an ambassador for our brand. The team, freelancers and trustees should ensure they reflect The Stringcredibles' values in what they post and use our tone of voice. Make sure that all social media content has a purpose and a benefit for The Stringcredibles', and accurately reflects The Stringcredibles' agreed position.
3. If a complaint is made on The Stringcredibles' social media channels, Amy Thomas will direct the person to The Stringcredibles Complaints Policy and Procedure.

Use of personal social media accounts - appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise.

1. Be aware that any information you make public could affect how people perceive The Stringcredibles. You should make it clear when you are speaking for yourself and not on behalf of The Stringcredibles. If you are using your personal social media accounts to promote and talk about The Stringcredibles' work, you should use a disclaimer such as: "The views expressed are my own".
2. Be aware that even when speaking/posting in a personal capacity you may still be seen as a representative of the organisation by members of the public.
3. Any of the team who have a personal blog or website which indicates in any way that they work at The Stringcredibles' should discuss any potential conflicts of interest with Amy Thomas. Similarly, contracted staff who want to start blogging and wish to say that they work for The Stringcredibles should discuss any potential conflicts of interest with Amy Thomas.
4. If a team member, freelancer or trustee is contacted by the press about their social media posts that relate to The Stringcredibles they should talk to Amy Thomas immediately and under no circumstances respond directly.
5. The Stringcredibles is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing The Stringcredibles, contracted staff, freelancers and trustees are expected to hold The Stringcredibles' position of neutrality. Members of the team, freelancers and trustees who are politically active in their spare time need to be clear in separating their personal political identity from The Stringcredibles and understand and avoid potential conflicts of interest.

Date approved: June 2025

Date of next review: June 2027