



Social Media Policy

Purpose and Scope

This policy applies to Growing Resilience in Teens (GRIT), a Charitable Incorporated Organisation (CIO) registered number 1176272.

The purpose of this social media policy is to establish guidelines and expectations for the use of social media by employees, volunteers, and supporters of our charity. These guidelines aim to ensure responsible and professional conduct while promoting GRIT's mission, values, and positive interactions within the online community.

1. Personal Responsibility:

- a. Participants in our charity's social networking activities are personally responsible for their actions and the content they create and share. They should remember that their online activities reflect on GRIT and its reputation.
- b. All participants should exercise good judgment and consider the potential impact of their online actions on others, both within and outside GRIT.

2. Respect and Professionalism:

- a. Respect for others, including colleagues, beneficiaries, donors, and members of the public, should always be maintained. Participants should refrain from engaging in offensive, discriminatory, or harassing behaviour.
- b. Participants should avoid making false or misleading statements and ensure that all information shared is accurate and appropriately sourced.

3. Privacy and Confidentiality:

- a. Participants should respect the privacy and confidentiality of individuals, both within and outside GRIT. Personal and sensitive information must not be shared without proper authorisation or consent.
- b. GRIT will only post photographs, video recordings, or other identifying details of young people or adults on social media where **explicit, written opt-in consent** has been obtained in advance. Consent must be given by the individual (or their parent/guardian where applicable) and can be withdrawn at any time. In most cases, posts will be anonymised to protect identities.
- c. These practices are aligned with GRIT's **Digital Safety Policy** and **Data Protection and Privacy Policy**, which provide further guidance on how we manage personal data, safeguarding, and online safety.
- d. Internal GRIT matters, discussions, or confidential information should never be disclosed through social media platforms.

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Registered charity 1176272

4. Personal and Organisational Endorsements:

a. Participants should clearly differentiate between personal and organisational views when engaging in social media activities. When expressing personal opinions, it should be made clear that they do not represent the official stance of GRIT.

b. Endorsements of products, services, or other organisations should be made transparently and only with proper authorisation.

5. Intellectual Property:

a. Participants should respect copyright laws and intellectual property rights when creating or sharing content. Proper attribution and permissions should be sought when necessary.

6. Compliance with Laws and Regulations:

a. Participants must comply with all applicable laws, regulations, and policies when using social media platforms. This includes, but is not limited to, laws related to defamation, copyright infringement, privacy, and online harassment.

7. Reporting and Consequences:

a. GRIT is committed to ensuring a safe and respectful online environment. If members of the team are subjected to abuse, harassment, or inappropriate behaviour on social media, we reserve the right to turn off comments, block users, and report individuals to the platform or relevant authorities.

b. Any violations of this social media policy should be promptly reported to the appropriate authority within GRIT.

c. Failure to comply with this policy may result in disciplinary action, up to and including termination of employment or termination of the volunteer relationship.

8. Training and Awareness:

a. GRIT will provide regular training and awareness programs to educate participants about the responsible use of social media and the implications of their online actions.

b. Participants are encouraged to seek guidance or clarification from GRIT management regarding any questions or concerns about this policy.

9. Policy Review:

This social media policy will be periodically reviewed and updated as needed to reflect evolving best practices, technology advancements, and changes in relevant laws and regulations.

Related Policies

This policy should be read in conjunction with the following GRIT policies, which provide additional guidance and context:

- GRIT Digital Safety Policy
- GRIT Data Protection and Privacy Policy
- GRIT Disciplinary Policy

These documents work together to ensure a consistent and comprehensive approach across all areas of organisational management.

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- Updated by James O'Mara (Finance and Operations Manager 9/4/25)
 - Approved by Dr Louise Randall, Chairman

Signature:

Date:

Dr Louise Randall

26/09/2025

- Next review date: 1/4/26