



Home-Start Ealing

Digital/Social Media Policy



We
inspire
growth

We
prioritise
kindness

We
achieve
together

1. Introduction

1.1 Policy Statement

Home-Start Ealing recognises the importance of social media as a powerful tool for engaging with our stakeholders, delivery of services, raising awareness, and advancing our mission. This policy sets out guidelines and best practices for the responsible and effective use of social media/digital platforms by our charity.

1.2 Purpose/Scope

The purpose of this policy is to:

- Define the roles and responsibilities of individuals associated with Home-Start Ealing in using social media and digital platforms.
- Ensure that our charity's social media presence aligns with our values, mission, and [ethical principles](#).
- Ensure that our charity's use of digital platforms for service delivery is planned, managed, and aligns with our values, mission, and ethical principles.
- Promote transparency, accountability, and consistency in our social media communications.
- Mitigate potential risks associated with the use of social media and digital platforms.

This policy applies to all employees, volunteers, trustees, and any other individuals representing Home-Start Ealing on social media platforms or when using digital delivery methods. It covers the use of social media for both personal and organisational purposes.

2. Guidelines for Social Media Use

2.1 How Home-Start Ealing Will Use Social Media

Objectives:

Home-Start Ealing uses social media to achieve the following objectives:

- Raise awareness about our charity's mission and activities.
- Engage with stakeholders, including beneficiaries, donors, and the general public.
- Deliver services through digital platforms where appropriate.
- Promote transparency and share updates about our work.

Platforms:

Home-Start Ealing uses the following digital/social media platforms:

- [Facebook](#)
- [Instagram](#)
- [X](#)

The guidance to using these safely is listed here:

[Advice from main social media platforms](#)

2.2 Moderation and Third-Party Content

Moderation of Third-Party Content:

Third party content is content that was created by someone else. Home-Start Ealing moderates third-party content to ensure it aligns with our values and does not violate Home-Start values and [brand positioning](#). Comments or posts that violate our guidelines will be removed and reported where appropriate (<https://saferinternet.org.uk/online-issue/reporting>).

Comments and Responses:

Home-Start Ealing will respond to comments that are constructive, respectful, and relevant to the post. Comments that require a response, such as enquiries or feedback, will be addressed promptly. Comments will be liked or reshared if they align with our mission and values.

2.3 Oversight and Controls

Access and Security:

Access to Home-Start Ealing's social media accounts is restricted to authorised individuals only. These accounts are password-protected and monitored by designated staff.

Home-Start Ealing's will have in place a means of recovering accounts and accessing passwords should the designated staff be unavailable.

Day-to-Day Content Posting:

Authorised individuals may post day-to-day content related to routine announcements of the charity's work. This includes updates about our services, events, and achievements. In order to avoid digital exclusion, provision will be made to provide information in a non-digital format.

Additional Approval:

High-profile announcements (e.g. new grant secured) or addressing social media crises require additional approval by the Director.

Content Review and Moderation:

Nicky McPherson will be responsible for reviewing and moderating content, managing how often this is done, and the process for reporting inappropriate content.

Content Deletion:

Authorised individuals may delete content in circumstances where it violates our values and mission or is no longer relevant.

2.4 Rules and Compliance

Compliance with Laws and Codes of Conduct:

All social media activities must comply with relevant laws and codes of conduct.

Interactions with Children, Young People, and Adults at Risk of Harm:

Everyone in Home-Start, regardless of their role, has a responsibility to protect children and be familiar with the local policy and procedure in reporting a concern. Home-Start Ealing has specific guidelines to ensure safe and appropriate interactions with children and adults at risk. These guidelines are outlined in our Home-Start Safeguarding and Protecting Children and Safeguarding and Protecting Adults policies, alongside our Safeguarding and Protecting Children Code of Conduct.

Skills and Knowledge:

Home-Start Ealing will provide guidance to staff and trustees authorised to manage official charity social media accounts.

Home-Start Ealing will provide all staff, trustees and volunteers with training/guidance to enable them to understand and adhere to the policy and procedures as it relates to them.

2.5 Policy Enforcement and Incident Response

Policy Adherence:

Home-Start Ealing will regularly monitor compliance with this policy. Non-compliance may result in disciplinary actions. Failure to comply with this policy may result in disciplinary actions,

including the removal of access to official social media accounts, for individuals associated with Home-Start Ealing.

Relationship to Other Policies:

This policy interacts with our Safeguarding, GDPR/Confidentiality, Equality, Inclusion and Diversity Policy, Whistleblowing and HR policies.

Responding to Incidents:

In the event of incidents or breaches of this policy, Home-Start Ealing will take appropriate actions, including content amendment or deletion, involvement of senior staff, and reporting to the full trustee board if necessary.

[Charity Commission - How to report a serious incident](#)
[HSUK Reputational Issues Form](#)

Complaints and Abusive Messages:

Home-Start Ealing will respond professionally to complaints or criticism on social media. In case of abusive messages, we will provide support to trustees, staff, and volunteers who are subjects of online abuse.

Reporting Serious Incidents:

If necessary, Home-Start Ealing will report serious incidents to the Commission, police, or other regulators in accordance with legal requirements (e.g hate crime).

2.6 Monitoring and Accountability

Oversight:

The Director is responsible for overseeing and enforcing this social media policy, including managing access and addressing leavers.

Review and Updates:

This social media policy will be reviewed annually and updated as needed to reflect changes in social media platforms, technologies, or regulations.

2.7 Personal Social Media Use: (for all trustee, staff and volunteers)

Engaging in personal social media activities:

- Any comment post, even if accounts are locked/private should be considered public and can reflect on the charity. Always think **“would I want to see this post quoted in a newspaper with my name and Home-Start Ealing attached to it”?**
- Any staff member, volunteer or trustee using social media, even in a personal capacity, to publicly criticise the charity, or commenting in a way that is offensive, or which goes against our values or policies especially those relating to equality, fairness and diversity, harassment and bullying, or safeguarding could face disciplinary actions.
- Staff members, volunteers or trustees should also avoid posts that criticise partners and funders.
- Individuals associated with Home-Start Ealing should make it clear that their views are their own and do not necessarily represent the views of the charity.
- Never share confidential or sensitive information related to the charity, its beneficiaries, or other stakeholders.
- Be mindful of the potential impact of personal social media posts on the charity's reputation.
- Maintain confidentiality and boundaries by not engaging or befriending service users through personal social media platforms.
- Personal social media conduct must be in line with the Home-Start Safeguarding and Protecting Children Code of Conduct.
- Be aware that comments or posts can be taken out of context and shared with a wider audience than originally intended.

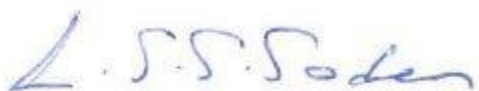
Contact Information

Any questions or concerns related to this social media policy should be addressed to Caroline Chapman email caroline@homestartealing.org

This policy was adopted by Home-Start Ealing on 4th June 2025 and is to be reviewed by 4th June 2028.

Name: Lesley Soden – Co-Chair

Signed:



Date: 4th June 2025

Additional sources of support and information

Fundraising Regular: [Information for fundraising](#)

Social media: [Protecting what you publish guide \(NCSC\)](#)

[Social media: How to use it safely \(NCSC\)](#)

Safer Internet: [Reporting harmful content](#)