



Blue Light Sports Foundation CIO
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SOCIAL MEDIA POLICY

Dated 16th April 2026

Purpose and Scope

This policy sets out clear rules for both official and personal social media use when individuals are associated with the charity. It applies to all staff, volunteers, trustees, and representatives, covering all social media platforms and messaging applications.

Principles of Use

- Social media activity should reflect the charity's mission, values, and professionalism.
- Respect confidentiality and privacy of beneficiaries, staff, and stakeholders, ensuring consent before sharing images or stories.
- Avoid content that is defamatory, discriminatory, or could harm the charity's reputation.
- Maintain transparency, honesty, and political neutrality in posts.

Official Social Media Management

- Only authorised personnel may post on official accounts.
- Content should align with the charity's objectives, campaigns, or fundraising efforts.
- Obtain consent for the use of images or personal data.
- Respond to comments appropriately and monitor accounts regularly to mitigate risks.

Personal Use Guidelines

- Personal posts should clearly indicate they are not the charity's views.
- Avoid sharing confidential or sensitive information.
- Maintain professional conduct, especially when publicly associated with the charity.
- Include disclaimers such as: "The views I express here are mine alone and do not necessarily reflect the views of Blue Light Sports Foundation".

Safeguarding and Risk Management

- Protect vulnerable individuals by avoiding content that could put beneficiaries at risk.
- Follow internal safeguarding policies and relevant UK laws, including GDPR and copyright rules.

- Establish procedures for crisis management, including reporting incidents to senior management or trustees.

Training and Compliance

- Provide social media training for all relevant personnel and update them on changes in trends or legislation.
- Breaches of this policy may lead to disciplinary action, ranging from restricted access to social media accounts to termination for serious offences.

Monitoring and Review

- Track engagement metrics and review incidents to improve practices.
- This policy is reviewed annually or when significant changes in legal guidance, the charity's activities, or social media use occur.

Signed

A handwritten signature in black ink that reads "G. Callier". The signature is written in a cursive, flowing style.

Gary Callier
Founder and Operations Manager