



Baby Necessities Southampton

Public Social Media Policy

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Introduction:

- i. At Baby Necessities, we aim to create engaging social media content about our charity and the work that we do. We want to inspire our audiences, encourage them to get involved and be accessible.
- ii. Opinions expressed by our followers are their own and do not reflect the views of Baby Necessities or its Trustees.

Social Media Moderation Guidelines:

Here at Baby Necessities we are fuelled by our supporters and we encourage and welcome open comments and interaction on all our social media channels from our supporters.

We reserve the right to hide or delete any comments that do not adhere to the following guidelines:

- Keep points on-topic. Please do not post messages that are not related.
- Respect other people. Comments should not be malicious or offensive in nature, and should not constitute a personal attack on a person’s character. Hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic will not be tolerated.
- Don’t reveal personal details, such as private addresses, phone numbers, email addresses or other online contact details.
- Keep your comments reasonably concise, and don’t constitute spamming of the site.
- Do not post persistent or repetitive negative messages which aim to provoke a response and/or don’t constructively add to the conversation.
- Don’t impersonate or falsely claim to represent a person or organisation.
- Don’t include swearing, hate-speech or obscenity.

Any posts containing defamatory or discriminatory language, images or videos of anything deemed offensive to others will be removed and the user may be blocked.