



Activity Junction LTD

Social Media Policy

(Protecting Vulnerable Adults and Children)

Activity Junction reviews all policies on a regular basis to demonstrate good practice, regulations and legislation changes as required.

1. Policy Statement

Activity Junction Ltd recognises the value of social media in promoting our services, engaging with the community, and sharing positive stories.

However, we are committed to ensuring that all use of social media protects the dignity, privacy, and safety of vulnerable adults, children, and young people involved in our activities.

This policy outlines how social media should be used by staff, volunteers, and associates in a way that is safe, respectful, and aligned with our safeguarding responsibilities.

2. Aims of the Policy

- To safeguard children, young people, and vulnerable adults from harm, exploitation, or inappropriate exposure online.
- To ensure responsible, respectful, and professional use of social media by staff and representatives of Activity Junction Ltd.
- To maintain the privacy and confidentiality of service users at all times.

3. Scope

This policy applies to:

- All staff, volunteers, and contractors
- Any external professionals or partners posting on behalf of Activity Junction Ltd
- Any use of social media platforms including (but not limited to) Facebook, Instagram, X (Twitter), TikTok, LinkedIn, and YouTube

4. Key Principles

4.1 Safeguarding and Privacy

- No images, videos, or personal information about children or vulnerable adults may be shared without prior written consent from a parent, guardian, or responsible carer.
- Posts must never include names, school details, addresses, or any identifying information about vulnerable individuals.
- Even with consent, content must be respectful, dignified, and not portray anyone in a distressing or inappropriate manner.

4.2 Staff Conduct Online

- Staff and volunteers must not:
 - Accept friend/follow requests from children or vulnerable adults they support.
 - Communicate with service users via personal accounts.
 - Share any confidential or sensitive information.
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- Professional accounts may be used for approved outreach or engagement, but all content must be pre-approved by management if it involves service users.

5. Consent and Media Use

- Consent forms must clearly state:
 - How and where the media will be used (e.g., social media, website, flyers)
 - That consent can be withdrawn at any time
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- Only designated staff with management approval may post photos or stories related to activities.

6. Monitoring and Moderation

- All official Activity Junction Ltd social media accounts will be monitored regularly.
- Any inappropriate, offensive, or safeguarding-related comments or messages will be deleted and reported as needed.
- Concerns about any post, comment, or image must be reported immediately to the Designated Safeguarding Lead (DSL).

7. Personal Use of Social Media

- Staff and volunteers are asked to use discretion when referencing their work on personal accounts.
- Activity Junction Ltd should not be tagged or discussed in a way that could bring the organisation into disrepute.
- Sharing of content related to Activity Junction must be in line with this policy and safeguarding principles.

8. Breaches of Policy

Breaches of this policy may lead to disciplinary action, including potential dismissal or referral to external safeguarding agencies. This includes:

- Sharing unauthorised or inappropriate images
- Engaging in direct online contact with service users
- Inappropriate personal social media use related to Activity Junction Ltd

11. Review

This policy will be reviewed annually or following any major incident or legislative change.

Date of last review: 24th April 2025

Next review due: 24th April 2026

Approved by:
Emma Devine – Director
Activity Junction Ltd