

Social Media Policy

A comprehensive guide for social media use for **The Greater Manchester Bengali Hindu Cultural Association (GMBHCA)** channels and for individuals using social media in a personal capacity as a representative of the GMBHCA.

This policy will be reviewed on an ongoing basis, at least once a year. GMBHCA will amend this policy, following consultations with GMBHCA committee where appropriate.

This policy is intended for all members and volunteers of the charity; this includes trustees, volunteers, advisers, web service manager etc. Before engaging in social media activity, you must read this policy, which contains guidance that will help you adhere to our standards.

Date of last review: 21/06/2025

Contents

Introduction	3
What is social media?	3
Why do we use social media and what can we use it for?	3
Social media helps us to:	3
Why do we need a social media policy?	3
Responsibilities and breach of policy	4
Setting out the social media policy	4
Application	4
Internet access and monitoring usage	4
Point of contact for social media and authority to post on GMBHCA's social media account	s 4
Which social media channels do we use?	4
Policy ownership	4
Code of Conduct headlines	5
Using GMBHCA's social media channels — appropriate conduct	5
Use of personal social media accounts — appropriate conduct	7
Further guidelines: using social media in a professional and personal capacity	10
Defamation	10
Copyright law	10
Confidentiality	10
Discrimination and harassment	10
Accessibility Error! Bookmark not de	lined.
The 'Lobbying Act'	10
Use of social media to support fundraising activities	11
Protection and intervention	11
Under 18s and vulnerable people	11
Engaging on emotive topics	11
Public Interest Disclosure Error! Bookmark not de	fined.
Related policies, laws and guidance	11
Further external guidance	12
The Greater Manchester Bengali Hindu Cultural Association (GMBHCA) Social Media Policy Agreement	13
EC Members Agreement	13
Getting started with creating your own social media policy Error! Bookmark not de	fined.

Introduction

What is social media?

Social media is the collective term given to web-based tools and applications which enable users to create, share and interact with content (words, images, graphics and video content), as well as network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include Facebook, X (formerly known as Twitter), LinkedIn, Instagram, YouTube, Twitch, TikTok, WhatsApp etc.

Why do we use social media and what can we use it for?

Social media is essential to the success of communicating GMBHCA's work. It is important for designated committee members and volunteers to participate in social media to engage with our audiences and stakeholders, contribute to relevant conversations, and raise the profile of GMBHCA charity organisation's work, using the charity's corporate accounts. Some committee members and volunteers may also support the charity's work using their personal accounts, and many will have social media accounts for personal use.

Building an engaged online community can lead to more significant long-term support and involvement from supporters. <u>Social media guidance from the Charity Commission</u> (September 2023) conveys how social media can be a highly effective way for a charity to engage its audiences and communicate about its work.

Social media helps us to:

□Promote our campaigns
$\ \square$ Share our news and updates with our audiences
$\hfill\square$ Engage in important conversations with stakeholders
□ Celebrate our successes
$\ \square$ Raise awareness of important issues and challenges
□ Advertise volunteering opportunities
□ Support our fundraising activities
□ Increase our membership
□ Build an online supportive community
$\hfill \square$ Raise our public profile and strengthen our reputation
□ React to quickly changing situations and topics

Why do we need a social media policy?

Social media is a fast-moving online world, where nuance and context can be easily lost. While social media brings the charity to a wider audience, it can also present risks. We want to ensure committee members and volunteers using social media represent and reflect GMBHCA in the best way possible. It is also important to mitigate risks (such as reputational or legal issues) associated with the use of social media to protect our supporters, committee members and volunteers, work and reputation.

While we encourage the use of social media to support our communications strategy or plans, we have important standards, outlined in this policy, which we require everyone to observe and adhere to. The difference between a personal and professional opinion can also be blurred on social media, particularly if you're discussing issues relating to GMBHCA's work. Publication and commentary on social media carry similar obligations and is subject to the same laws as other kinds of publication or commentary in the public domain.

Failure to comply with this policy could expose GMBHCA to reputational damage as well as putting committee members, volunteers, services users and members at risk.

Responsibilities and breach of policy

Everyone is responsible for their compliance with this policy.

Participation in social media on behalf of GMBHCA is not a right but an opportunity, so it must be treated seriously and with respect.

Breaches of policy or inappropriate behaviour may incur disciplinary action, depending on the severity of the issue. Please reach out to our GMBHCA EC team for further information on our processes. GMBHCA EC Committee members, members and volunteers who are unsure about whether something they propose to do on social media might breach policies should seek advice from the GMBHCA EC Social Media Policy Secretary or GMBHCA General Secretary in absence of Social Media Policy Secretary.

Application

This policy applies to all social media platforms used by GMBHCA EC members, members, and volunteers (including trustees) in a professional and personal capacity.

This policy also applies to online blogs, wikis, podcasts, forums, and messaging based apps, such as WhatsApp. Social media can be accessed in various ways, including from a desktop or laptop computer, tablet or smartphone. This policy applies to the use of all such devices.

Internet access and monitoring usage

There are currently no access restrictions to any of our social media sites in the GMBHCA(s). However, when using the internet at work, it is important that EC committee members, members and volunteers refer to our Social Media Policy. You can refer to the same policy for guidance on working from home. You are permitted to make reasonable and appropriate use of personal social media activity in line with this policy during your office / work breaks. But usage should not be excessive or interfere with your work.

Point of contact for social media and authority to post on GMBHCA's social media accounts

Our GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have questions about any aspect of these channels, please speak to the Our GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary. No other committee member or volunteer is permitted to post content on GMBHCA official channels without the permission of the Our GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary.

Which social media channels do we use?

GMBHCA uses the following social media channels:

GMBHCA has a Facebook account (https://www.facebook.com/GMBHCA), WhatsApp account which it uses to share news with all committee members. Mainly about engaging members to help organising events, Flyer sharing for events, Planning and implementing for various tasks, supporting good work of the community members.

Policy ownership

The GMBHCA EC members are responsible for authoring and updating this document. The policy must be approved by the trustees and reviewed every 2 years before AGM time. Any changes need to be approved by the general members at the AGM time. Unless any significant change requires, the organisation to check the policy before the next review date. All GMBHCA EC members, members and volunteers will be notified of updates.

Rules for use: headlines

Code of conduct headlines

- I will not insult, harass, bully or intimidate individuals or organisations
- I will respond to others' opinions respectfully and professionally
- I will acknowledge and correct mistakes promptly using provided guidance
- I will disclose conflicts of interest where I am able
- I will not knowingly post inaccurate information
- I will link to online references and original source materials directly
- I will be considerate, kind and fair
- I will always ensure my activity does no harm to the organisation or to others
- I will champion GMBHCA and its services

Rules for use: full list

Using GMBHCA's social media channels — appropriate conduct

1. Know our social media guardians

The GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary is responsible for setting up and managing GMBHCA's social media channels. EC Committee has overall ownership of these accounts and only those authorised to do so by the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary will have access to these accounts.

GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary will uphold best practices for channel security with secure passwords that regularly change. Never give out the passwords for our channels without express permission from GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary.

2. Be an ambassador for our organization

GMBHCA EC committee members, GMBHCA members and volunteers must ensure they reflect GMBHCA core values in what they post and use our tone of voice. These guidelines set out our style that all EC Members and volunteers should refer to when posting content on GMBHCA's social media channels. Please note only GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary is permitted to respond to comments on our social media posts on behalf of the organisation. All posts and comments should be attributed to the charity and not an individual. In special cases it may be appropriate for an EC Members member or volunteer to make an individual comment as themselves very much following the GMBHCA core values and in accordance with GMBHCA Social Media Policy.

3. Always pause and think before posting

When posting from GMBHCA social media accounts, you must respond to comments in the voice of our charity and not allow your own personal opinions to influence responses. GMBHCA EC committee, members and volunteers must not reveal their personal opinions via our accounts by 'liking', 'sharing' or 'reposting' as GMBHCA, unless it is clear that you are doing so as an individual EC Members member or volunteer as part of an approach agreed with the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary (e.g. as part of a 'takeover' of the charity's account). If you are in doubt about GMBHCA's position on a particular issue, please speak to the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary.

4. Ensure brand consistency

GMBHCA EC member, volunteers must not create or manage any other social media channels, groups or pages on behalf of GMBHCA without express permission from the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary and training. This is

to ensure brand consistency for users and the appropriate safeguarding and monitoring processes are in place.

5. Remember the bigger picture and focus on the benefit

Subrata re-written as:- EC members, members, and volunteers must ensure that all social media content has a purpose and a benefit for GMBHCA to further our charitable purposes (either directly or indirectly, by engaging stakeholders and building our brand using our strategy). All content must accurately reflect and follow the GMBHCA's agreed social media policy.

6. Bring value to our audience(s)

Those responsible for the management of our social media accounts should answer questions as swiftly as possible to help and engage with our service users and supporters.

7. Seek permission to share and Obtain consent where necessary

Anyone who like to contribute to GMBHCA social media on matters outside of GMBHCA organized programs / events, should first take permission from of GMBHCA EC. If using interviews, videos or photos that clearly identify a child or young person, EC Members and volunteers must ensure they have the consent of a parent or guardian before using them on to GMBHCA social media.

9. Put safety first

It can be challenging working on social media and there may be times where EC Members or volunteers could be subject to unpleasant or abusive comments directed at the charity, our work or people. We encourage everyone who is on social media on behalf of the charity to be aware of our safeguarding and wellbeing practices to deal with online abuse and consult with the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary where necessary.

It is also vital that GMBHCA does not encourage others to risk their personal safety or that of others, to gather materials in pursuit of social media engagement. For example, a video of a stunt or visiting an unsafe location.

10. Stick to the law

EC Members and volunteers must not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

11. Remain politically neutral

GMBHCA is not associated with any political organisation or have any affiliation with or links to political parties. We can express views where appropriate on policies that impact our work and service users, but it is essential that GMBHCA remains, and is seen to be, politically neutral.

We cannot endorse a political party or candidate. We must carefully manage the risk that we are perceived to have any party-political bias and should carefully consider any posts which might be perceived as such, for example, posts which talk about individual politicians or parties rather than policies.

12. Check facts and be honest

EC Members and volunteers should not automatically assume that material that's shared or included in any post is accurate and should take reasonable steps where necessary to seek verification – for example, by checking data/statistics and being wary of photo manipulation. If you've made a mistake, don't be afraid to admit it. But think first about how to manage any risk to the charity and its brand in doing so by consulting with the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary to craft the response.

13. Seek advice for complaints

If a complaint is made on GMBHCA's social media channels, Members and volunteers should seek advice from the GMBHCA Social Media Policy Secretary in the first instance or GMBHCA EC team before responding.

14. Know what to do in a crisis

Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation.

The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity or our people. The GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary and EC members regularly monitors our social media spaces for mentions of GMBHCA so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary will do the following: [add in your crisis management plan, including appropriate involvement of trustees and reference to Charity Commission serious incident reporting guidance].

Need to add a crisis management plan: -

- 1) Need to stop the posting and commenting section with an apology message.
- 2) Review the situation with EC members in line with the GMBHCA's social media policy and agree on a corrective action plan.
- 3) Try to deescalate the situation as per the above agreed plan.
- 4) Report to Charity Commission as serious incident report if agreed so.

If any EC Members or volunteers outside of the GMBHCA's social media management team becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on GMBHCA's social media channels or elsewhere, they should speak to the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary immediately. It is the responsibility of all EC Members and volunteers to report complaints or comments that could escalate into a crisis or have serious implications for the charity. Only the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary is permitted to amend or delete content in a crisis.

Further guidance from Charity Comms regarding <u>crisis communications and best practice</u>.

15. Timings, schedules and rotas

Our Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary responds to comments Monday-Friday, 9am-5pm, and weekends only on the event time. GMBHCA's Facebook page is information only (no comment allowed). Our WhatsApp groups will be monitor by the group admin (group admin must be an EC members). In case of any issue, group admin must report it to the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary ASAP. (we need to make this change - GMBHCA's Facebook page is information only (no comment allowed) Very important point to keep the control and making sure no issue can start from the Facebook page side. Facebook is having much bigger audience, and we don't have resource to monitor the same.)

16. Use Al appropriately

Al can be a valuable tool that can support our communications activities. However, EC Members and volunteers must ensure Al created content adheres to our overall social media policy and dose not bring any reputational damage to our organization.

17. Handover ownership if your role changes

You must hand over ownership of the group/page/account you manage to another appropriate EC Members member (or volunteer) if you change roles or if you leave GMBHCA.

Use of personal social media accounts — appropriate conduct

Personal social media use by EC Members and volunteers can sometimes be attributed to the charity or bring other risks for the charity or individual EC Members or volunteers. This policy does not intend to inhibit personal use of social media, but instead flags up those areas in which risks or conflicts might arise. GMBHCA EC Members and volunteers are expected to behave appropriately, and in ways that are considerate of GMBHCA's values and policies, both online and in real life.

1. Separate your personal views

Be aware that any information you make public could affect how people perceive GMBHCA. You must make it clear when you are speaking for yourself and not on behalf of GMBHCA. If you are using your personal social media accounts to promote and talk about GMBHCA's work, you must use a disclaimer such as: "Views are my own" or "The views expressed on this site are my own and don't necessarily represent GMBHCA's positions, policies or opinions."

2. Take care when publishing personal views (particularly trustees and senior EC Members)

Those in senior management including trustees and public-facing or specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing GMBHCA's view.

For senior roles, we expect you to take additional steps, such as:

- Being aware of your duties and responsibilities.
- Consulting your charity's messaging and crisis plans, being particularly cautious in how your communications as a leading figure for GMBHCA may be interpreted.
- Avoiding posting any material which might be construed as contrary or conflicting with to the charity's charitable mission or work.
- Ensuring you do not refer to the charity by name on your personal accounts on social media (e.g. 'CEO at a children's charity' rather than the Greater Manchester Bengali Hindu Cultural Association (GMBHCA)), unless you are using an account as if it were the charity's own social media account (in line with the first section of the policy).

3. Discuss risks and conflicts of interest

EC Members and trustees who have a personal blog, social media profile or website which indicates in any way that they work at GMBHCA should discuss any potential risk or conflicts of interest with the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary. Similarly, EC Members or trustees who want to start blogging and wish to say that they work for GMBHCA should discuss any potential risk or conflicts of interest with the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary.

4. Protect your personal reputation

Think about your personal reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be the first to correct your own mistakes.

Remember that if you have a public profile with the charity, your personal social media accounts could be looked at by critics of the charity, and bear this in mind when posting.

5. Use your common sense and good judgement

Be aware of your association with GMBHCA and ensure your profile and related content is consistent with how you wish to present yourself to the general public, sponsors etc.

6. Don't approach VIPs directly

GMBHCA works with several high-profile organisations and individuals, including Indian Embassy, Medea partner, Elected representatives like MP, Councillors etc. Please don't approach high profile people or organisations from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by EC Teams. This includes asking for reposts about the charity.

If you have any information about high profile people or organisations that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the EC team members / General Secretary to share the details.

7. Refer press enquiries

If an EC Members member or volunteer is contacted by the press about their social media posts that relate to GMBHCA, they should talk to the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary immediately and under no circumstances respond directly.

8. Keep your political activity separate from the charity

When representing GMBHCA, EC Members and volunteers are expected to uphold GMBHCA's positioning. EC Members and volunteers who are politically active in their spare time need to be clear in separating their personal political identity from GMBHCA and understand and avoid potential risks and conflicts of interest. EC Members should also inform the General Secretary about any such political activity. As set out in point two above, all EC Members and trustees should take particular care.

9. Protect your privacy

Be careful with your privacy online and be cautious when sharing personal information. Remember that a simple 'like' can draw attention to your personal accounts. What you publish is widely accessible and could be around for a long time, so do consider the content, and your privacy, carefully.

All EC Members and volunteers who wish to engage with any of GMBHCA's social media platforms are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. All EC Members and volunteers should keep their passwords confidential and change them often.

In their own interests, EC Members and volunteers should be aware of the dangers of putting personal information onto social networking sites, such as addresses, home and mobile phone numbers.

10. Help us to raise our profile (where appropriate)

We encourage EC Members and volunteers to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support GMBHCA and the work we do. Where appropriate and using the guidelines within this policy (and taking into consideration the information above), we encourage EC Members and volunteers to do this as it helps users connect to us and raises our profile.

However, please take care to think about the reputation of the charity. If your personal social media account is not professional or otherwise appropriate for our audiences, please do not use it to amplify or promote the charity, as to do so brings risks both to you personally and to the charity. Similarly, if the content is controversial or misrepresented, please highlight this to the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary who will respond as appropriate.

11. Avoid logos or trademarks

Never use GMBHCA's logos or trademarks unless approved to do so. Permission to use logos must be requested from the General Secretary and any content created must adhere to our brand guidelines. If permission is granted, content must be approved by General Secretary before publishing.

12. Staying safe online

It can be challenging working on social media and there may be times where EC Members and volunteers could be subject to unpleasant or abusive comments directed at the charity, our work or people. We encourage everyone who is on social media to be aware of our safeguarding and wellbeing practices to deal with online abuse and consult with GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary or the senior EC team members where necessary.

EC Members and volunteers should be vigilant regarding suspicious content or links and must not reveal personal, confidential or sensitive information about themselves, other EC Members, volunteers

or supporters of GMBHCA. EC Members and volunteers should be wary of fake accounts that may claim to be GMBHCA and should immediately notify the same to GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary.

Care must also be taken to ensure that any links to external sites from our social media accounts are appropriate and safe.

Further guidelines: using social media in a professional and personal capacity

Defamation

<u>Defamation</u> is when a false statement that is damaging to a person's reputation is published in print (such as in media publications) or online (such as Instagram Story, Facebook Live, Snapchat post). Whether EC Members or volunteers are posting content on social media as part of their job or in a personal capacity, they should not bring GMBHCA into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law

It is critical that all EC Members or volunteers abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988, when representing the charity. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality

Any communications that EC Members and volunteers make must not breach confidentiality. For example, information meant for internal use only or information that GMBHCA is not ready to disclose yet. For example, a news story that is embargoed for a particular date, or information from people who the charity has worked with which is private.

Discrimination and harassment

EC Members and volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official GMBHCA social media channel or a personal account. For example:

- Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- Using social media to bully another individual.
- Posting images that are discriminatory or offensive or links to such content.

The Lobbying Act

Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose but can never be party political. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law (often known as the 'Lobbying Act'1).

Under the Lobbying Act, organisations (including charities which spend more than £10,000 across the UK on 'regulated activity' during the regulated period need to register with the Electoral Commission within the outlined windows for elections.

Regulated activity is any activity which could reasonably be seen as intended to influence people's voting choice, either for parties or candidates (which a charity could never do) or for categories of candidates (e.g. female candidates, or candidates who support Net Zero). During these periods, all campaigning activity will be reviewed by the General Secretary.

¹ Set out initially in the <u>Political Parties, Elections and Referendums Act 2000</u>, as amended by <u>the Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014 and the Elections Act 2022.</u>

Use of social media to support fundraising activities

Our social media platforms do not play much role in our fundraising efforts or engaging with our donors. Before using our social media channels for fundraising purposes, EC Members and volunteers should read and adhere to The Code of Fundraising Practices.

Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if an EC Members member or volunteer considers that a person/people is/are at risk of harm, they should report this to the General Secretary immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming or radicalisation. Where known, when communicating with vulnerable or young people under 18-years-old via social media, EC Members and volunteers should ensure the online relationship with GMBHCA follows the same rules as offline.

EC Members and volunteers should be aware that children under the age of 13 should not be encouraged to create their own personal social media accounts or engage with others and are not legally allowed to use social media channels such as Facebook, Instagram or X.

EC Members and volunteers should ensure that vulnerable and young people have been made aware of the risks of communicating and sharing information online, and given guidance on security and privacy settings as necessary. EC Members and volunteers should also ensure that the site itself is suitable for the vulnerable or young person and GMBHCA content and other content is appropriate for them. Please refer to our GMBHCA's SAFEGUARDING CHILDREN POLICY & SAFEGUARDING VULNERABLE POLICY documents.

All EC Members and volunteers have a responsibility to do everything possible to ensure that vulnerable and young people are kept safe from harm. If you come across anything online that could mean someone is at risk, you should follow GMBHCA's SAFEGUARDING CHILDREN POLICY & SAFEGUARDING VULNERABLE POLICY and report the same to designated DSO's.

The Online Safety Act 2003 has introduced measures to ensure children are protected online.

Engaging on emotive topics

GMBHCA may be involved in issues that provoke strong emotions. The emotive content we share via our social media channels can engage our audiences and help us achieve our communications goals. However, it is important to plan appropriately and consider potential reputational risks to the charity. For more information, visit the government resource called charities and social media.

Please note: While all attempts have been made to cover an extensive range of situations, it is possible that this policy may not cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined in this document.

It is expected that in these circumstances EC Members will always consult with the GMBHCA Social Media Policy Secretary or General Secretary in absence of Social Media Policy Secretary where possible or advise the team of the justification for any such action already taken or proposed.

Related policies, laws and guidance

- Safeguarding Children and Young People Policy
- Safeguarding Adults at Risk Policy
- Complaints, Compliments and Feedback Policy (part of this policy)
- Reporting <u>serious incidents</u> to the Commission, police or other regulators
- EC Members wellbeing and safeguarding procedures

Further external guidance

- The Charity Commission guidance for charities on social media
- The Charity Commission checklist for developing a social media policy
- National Cyber Security Centre's guidance on social media and how to use it safely
- National Cyber Security Centre's guidance on protecting your published content
- The Charity Commission guidance on campaigning and political activity guidance for charities
- Government guidance on the Online Safety Bill
- Bates Wells website

The Greater Manchester Bengali Hindu Cultural Association (GMBHCA) Social Media Policy Agreement

I have read and understood the Greater Manchester Bengali Hindu Cultural Association

EC Members Agreement

(GMBHCA) social media policy. I agree to abide by the rules set out in this policy and I understand that failing to abide by this policy may result in disciplinary action.	
Name:	
Role:	
Signed:	
Date:	