



Baby Necessities Southampton

Social Media Policy

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1. Aim

This policy provides guidance for staff, trustees, volunteers, partners, funders and visitors on using social media in connection with Baby Necessities — both professionally and personally. It also outlines the expectations we have for public users engaging with our social media platforms.

2. Purpose

Social media plays a vital role in raising awareness of Baby Necessities’ work, engaging supporters and encouraging involvement. This policy exists to:

- Support safe, effective and respectful use of social media by those representing Baby Necessities.
- Safeguard the charity’s reputation and the well-being of our community.
- Outline appropriate behaviour for public interaction on our social media platforms.

3. Scope

This policy applies to:

- All staff, trustees and volunteers, whether using social media as part of their role or in a personal capacity.
- Visitors to our premises, corporate partners and the general public engaging with Baby Necessities’ social media channels.

It covers activity on both personal and Baby Necessities’ devices and applies whether online activity occurs on or off-site.

4. What Is Social Media?

Social media refers to web-based tools and apps that allow users to create and share content and interact with others. This includes (but is not limited to): Facebook, Instagram, Twitter/X, LinkedIn, YouTube, TikTok, SnapChat and blogs.

5. Official Channels

Baby Necessities currently uses:

- Facebook: @babynecessities1
- Instagram: @baby_necessities_babybank
- LinkedIn: @baby-necessities-southampton

We use these channels to:

- Share news, updates and impact stories.
- Request donations of specific items.
- Encourage involvement with our cause.

Only the Marketing and Communications Officer or the CEO may authorise posts on these accounts.

6. Internal Use: Guidelines for Staff, Trustees and Volunteers

A. General Conduct

- Be an ambassador for our brand. Uphold our values and follow our professional tone of voice.
- Ensure all posts and comments are accurate, purposeful, aligned with Baby Necessities' messaging, and digitally inclusive.
- Use correct spelling, grammar, formatting, and appropriate emojis when needed
- Obtain all necessary permissions and consents before using photos, videos, or information.
- Be honest. If you make a mistake, correct it openly.
- Refrain from sharing personal opinions or and remain politically neutral on official channels.
- Do not post on behalf of Baby Necessities from personal accounts without approval.
- If unsure, consult the Marketing and Communications Officer.

B. Personal Social Media Use

- Clearly distinguish personal opinions from the charity's views (e.g. via disclaimers).
- Avoid using Baby Necessities' branding or approaching high-profile individuals without approval.
- Maintain respectful dialogue and avoid any form of online harassment or discrimination.
- Protect both your privacy and the organisation's confidentiality.

C. Legal and Ethical Compliance

- Do not share libellous, discriminatory or copyrighted content.
- Avoid breaches of confidentiality, including sharing embargoed or sensitive information.
- During regulated election periods, ensure campaigning does not suggest political bias.

D. Recruitment

- Social media should not be used to vet candidates unless specifically authorised, to avoid breaching equal opportunities practices.

E. Safeguarding & Protection

- Any risk of harm to individuals (particularly children or vulnerable people) observed online should be reported immediately to the CEO.
- Online communication with under-18s must follow our Safeguarding Policy.

7. Public Use: Moderation Guidelines for Followers and Visitors

We welcome engagement across our platforms and encourage constructive conversations. However, to keep our spaces respectful and safe, we will moderate content based on the following guidelines:

A. Behavioural Expectations

- Stay on-topic and avoid spam or repetitive posting.
- Treat others with respect - hate speech, discrimination and personal attacks will not be tolerated.
- Do not impersonate others or falsely claim association with Baby Necessities.

- Avoid sharing personal or confidential information.
- Use respectful and non-offensive language at all times.

B. Prohibited Content

We reserve the right to delete or report any content that includes:

- Defamatory, discriminatory, or obscene language.
- Offensive images or videos.
- Misleading information or representations of Baby Necessities.
- Threats or targeted harassment.
- Information relating to security of the baby bank premises.

C. Enforcement

- Posts breaching these rules may be removed without notice.
- Repeat or serious offenders may be blocked or reported to platform authorities.

8. Crisis and Complaints

- If an online issue escalates, or you notice a potential reputational risk, notify the Marketing and Communications Officer or CEO immediately.
- Do not engage in conflict online. Let the social media Team respond officially.
- Complaints made on social media will be reviewed in line with our Complaints Policy.

9. Breach of Policy

- Staff and trustees in breach may face disciplinary action up to and including dismissal.
- Volunteers, corporate supporters, or visitors found in breach may have their association with the charity reviewed.
- Uncertain about compliance? Ask the Marketing and Communications Officer before acting.

10. Whistleblowing

If any post or disclosure is believed to be in the public interest, please follow Baby Necessities' Whistleblowing Policy before posting or sharing.

11. Responsibility

All users are responsible for understanding and following this policy. Social media is a powerful tool — anything on the internet can be re-shared, re-published and edited without your consent or knowledge. Once it's out there it can be incredibly hard to remove and it may be difficult to fix the damage to the baby bank of a post sharing information or personal opinions that do not represent what the baby bank stands for. However, when used responsibly, social media helps us reach thousands of people for free and can create real impact.