



# MHW Foundation CIO

## Social Media Policy

### MHW Foundation CIO

Date Adopted: 12/10/2025

#### **1. Purpose and Scope**

This policy provides guidance on the responsible and appropriate use of social media by trustees, employees, volunteers, contractors, and partner organisations representing MHW Foundation CIO. It applies to all forms of social media, including Facebook, Twitter (X), Instagram, LinkedIn, TikTok, YouTube, blogs, and messaging platforms. It also covers personal use of social media where MHW Foundation CIO, its staff, or its beneficiaries could be identified or affected.

#### **2. Policy Statement**

MHW Foundation CIO recognises that social media can be a powerful tool for communication, engagement, and awareness raising. However, it also presents risks to privacy, confidentiality, and reputation. All representatives of MHW Foundation CIO must use social media responsibly and in a way that upholds the organisation's values, safeguarding standards, and data protection obligations.

#### **3. Legal and Regulatory Framework**

This policy aligns with:

- Data Protection Act 2018 and UK GDPR
- Equality Act 2010
- Human Rights Act 1998
- Safeguarding Vulnerable Groups Act 2006
- Charity Commission Guidance CC30 (Safeguarding and protecting people)
- Advertising Standards Authority (ASA) and CMA regulations on transparency

#### **4. Principles of Responsible Use**

All individuals must:

- Protect the reputation of MHW Foundation CIO and avoid any statements that could damage



public confidence.

- Uphold safeguarding, confidentiality, and equality at all times.
- Respect copyright, intellectual property, and privacy rights.
- Never share personal, confidential, or sensitive information about service users, staff, or partners.
- Avoid engaging in online disputes, discriminatory behaviour, or political activity using MHW Foundation CIO's name or branding.

## **5. Official MHW Foundation CIO Accounts**

Only authorised personnel may create or manage official social media accounts on behalf of MHW Foundation CIO.

All content must be accurate, respectful, and consistent with the charity's aims and values.

Sensitive issues, particularly those involving beneficiaries, must be approved by the Designated Safeguarding Lead (Anthony Young) before posting.

Visual content must comply with data protection and consent requirements.

## **6. Personal Use of Social Media**

While MHW Foundation CIO does not seek to restrict personal social media activity, individuals must:

- Refrain from posting content that could bring the organisation into disrepute.
- Make it clear that personal opinions expressed are their own and not those of MHW Foundation CIO.
- Never share internal or confidential information.
- Not discuss or reference service users, staff, or organisational matters online.
- Maintain appropriate professional boundaries with service users and never accept or initiate friend/follow requests from them.

## **7. Confidentiality, Data Protection, and Safeguarding**

All social media activity must comply with data protection and safeguarding policies. No personal data, images, or information about service users may be posted without explicit written consent. Any potential safeguarding concerns identified online must be reported immediately to the Designated Safeguarding Lead.

## **8. Photography, Video, and Content Sharing**

Consent must be obtained from individuals (or their guardians if under 18) before taking or sharing photographs or videos.

Images must be respectful, appropriate, and never depict individuals in a vulnerable or compromising position.

Content should be stored securely and only used for approved purposes.



Photos of children or vulnerable adults must not include identifiable information such as names, locations, or contact details.

## **9. Reporting Breaches or Concerns**

Any breaches of this policy, or any social media activity that raises safeguarding or reputational concerns, must be reported immediately to the Designated Safeguarding Lead (Anthony Young) or the Deputy (Lisa Vieyra). Serious incidents will be reported to the Charity Commission and, where applicable, law enforcement authorities.

## **10. Roles and Responsibilities**

Anthony Young (Chair / DSL): Oversees compliance, approves sensitive posts, and handles incidents.

Lisa Vieyra (Deputy DSL): Supports monitoring and reporting of online safeguarding concerns.

Trustees: Ensure the policy is reviewed and implemented across all projects.

All Staff and Volunteers: Must follow this policy and report any online risks or breaches immediately.

## **11. Disciplinary Action**

Breaches of this policy may result in disciplinary or legal action. This includes unauthorised disclosure of confidential information, misuse of social media, or activity that damages the reputation of MHW Foundation CIO. Serious breaches may also result in referral to external authorities or regulatory bodies.

## **12. Links to Other Policies**

This policy should be read alongside:

- Safeguarding Policies (Adults and Children)
- Data Protection and Privacy Policy
- Code of Conduct
- Equality, Diversity & Inclusion Policy
- Whistleblowing Policy
- Safer Recruitment Policy

## **13. Trustee Sign-Off**

This Social Media Policy was approved and adopted by the Trustees of MHW Foundation CIO on 12 October 2025.



Signed: *A Young* (Anthony Young, Chair of Trustees)

Date: 12 October 2025