

Social Media Policy

Policy Written	11/04/2023
Reviewed & Agreed by Trustees	April 2026
Next Review	April 2027

Introduction

At Weave Foundation we recognise the importance of social media as a tool for communication, promotion, and building relationships with their stakeholders. They also recognise that social media can raise legal, ethical, and reputational risks for both the charity and their trustees. This policy sets out guidelines for the proper use of social media in the charity setting, to protect and promote the interests of the Weave Foundation and its stakeholders.

This policy applies to all those connected to the Weave Foundation. It applies to all social media platforms, including but not limited to Twitter, Facebook, Instagram, LinkedIn, YouTube and TikTok.

Personal Use

Trustees are free to use social media for personal purposes outside of charity hours. However, when using personal social media accounts, trustees must not:

- Claim to represent or speak on behalf of Weave Foundation, unless authorised to do so.
- Disclose confidential information or trade secrets of Weave Foundation, its clients or other third parties
- Make misleading or defamatory comments about the Weave Foundation, its partners, trustees or competitors
- Engage in any behaviour that would reflect negatively on the Weave Foundation's reputation or brand image.

Official Use

Only authorised representatives of Weave Foundation may create, edit or manage official social media accounts for the charity. All official social media accounts must be approved by the social media coordinators before they are launched. All official social media accounts must comply with the Weave Foundation's branding standards, including the use of the logo, colours, fonts, and messaging.

Content

All social media content posted on behalf of the Weave Foundation must:

- Be accurate, true and reliable

- Respect the intellectual property rights of others
- Not contain any defamatory, offensive, discriminatory or illegal content
- Align with the company's values, mission, and objectives
- Engage in constructive dialogue with stakeholders

Responsibility

Trustees who are authorised to post official content on social media accounts must:

- Adhere to the guidelines and standards of this policy
- Monitor social media accounts regularly for comments, questions or concerns from stakeholders and respond promptly and professionally
- Report any legal or ethical issues to the Chair of Trustees

Consequences

Trustees who violate this policy may face disciplinary action, up to and including termination of involvement. Liability for any harm or loss caused by a violation of this policy may rest with the Trustee as well as the charity.

Conclusion

Social media can be a valuable tool for communication and engagement, but it must be used responsibly and in accordance with this policy. All trustees are responsible for upholding the standards outlined in this policy and should consult with the Chair of Trustees if they have any questions or concerns.