



THE PLAYERS FOUNDATION
Company Number: 08352024
Charity Number: 1150458

Social Media Policy

Purpose

At The Players Foundation, we recognise the importance of social media as a powerful tool for communication, engagement, and advocacy. Our social media platforms play a vital role in connecting with our supporters, raising awareness about our mission, and mobilising resources to create a positive impact in the communities we serve.

To uphold our values and protect our reputation, all staff, volunteers, and representatives must adhere to the following guidelines when engaging in social media activities on behalf of The Players Foundation:

Representing The Players Foundation

- When posting on The Players Foundation's official social media channels, ensure all content aligns with our mission, values, and messaging.
- Clearly identify yourself as a representative of The Players Foundation when engaging in discussions related to our organisation.
- Do not make statements or express opinions that could be perceived as official positions of The Players Foundation without prior authorisation from the appropriate department or authority.

Confidentiality and Privacy

- Respect the privacy and confidentiality of beneficiaries, trustees, staff, and volunteers associated with The Players Foundation.
- Avoid sharing sensitive or confidential information about the organisation, its programmes, or its stakeholders on social media.
- Obtain consent before sharing personal stories, testimonials, or images of individuals, ensuring compliance with privacy laws and regulations.

Respectful Communication

- Maintain professionalism, courtesy, and respect when interacting on social media platforms.
- Refrain from engaging in inflammatory, offensive, or disrespectful behaviour, including discriminatory language, hate speech, or harassment.
- Be thoughtful and considerate in your communication, recognising that your actions reflect on The Players Foundation's reputation.

Accuracy and Integrity

- Ensure all information shared on The Players Foundation's social media channels is accurate, truthful, and reliable.
- Cite credible sources and verify facts before sharing content.
- Address and correct errors or inaccuracies promptly and transparently, acknowledging any mistakes made.

**Compliance with Policies and Guidelines**

- Adhere to The Players Foundation's policies, guidelines, and codes of conduct while engaging in social media activities.
- Familiarise yourself with the terms of service and community guidelines of social media platforms used by The Players Foundation, ensuring compliance with their rules.
- Consult the communications or marketing department if you have any questions or concerns about social media use or content creation.

Personal Responsibility

- Recognise that you are personally responsible for the content and actions you take on social media, even when representing The Players Foundation.
- Use good judgment and discretion in social media interactions, considering the potential impact of your words and actions on the organisation and its stakeholders.
- Remember that social media is a public forum, and your posts and comments may be visible to a wide audience, including supporters, partners, and funders.

Reporting and Monitoring

- Report any instances of inappropriate behaviour, breaches of this policy, or concerns about social media content to the relevant department or authority within The Players Foundation.
- Regularly monitor The Players Foundation's social media channels for comments, messages, or mentions requiring response or action. Engage with our audience in a timely and professional manner.
- Stay updated on emerging trends, best practices, and developments in social media to strengthen The Players Foundation's online presence and engagement strategies.

Approved at the Trustee Board meeting on 1st July 2026

Next review: July 2028