

**CIVIC PRIDE**  
*...Rosendale*



# Social Media Policy

V0.1

07/01/2026

## 1. Introduction

A guide for staff on using social media to promote the work of Civic Pride Rossendale (CPR) and in a personal capacity.

### **What is social media?**

Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

### **Why do we use social media?**

Social media is essential to the success of communicating CPR's work. It is important for some volunteers to use social media to engage with our community, participate in relevant conversations and raise the profile of CPR's work.

### **Why do we need a social media policy?**

While we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all volunteers and Trustees. Before engaging in CPR social media activity, all volunteers and Trustees must read this policy.

### **Setting out the social media policy**

This policy sets out guidelines on how social media should be used to support the delivery and promotion of CPR. It sets out what you need to be aware of when interacting in these spaces. It is designed to help us to use these channels of communication effectively, while protecting the charity and its reputation, and preventing any legal issues.

### **Point of contact for social media**

Our Publicity Officer is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have specific questions about any aspect of these channels, speak to the Publicity Officer. Designated access can be given by the Publicity Officer to other volunteers for CPR main Facebook page and Instagram.

## Which social media channels do we use?

### CPR uses the following social media channels:-

- Facebook; The main CPR Facebook page is [www.facebook.com/CivicPrideRossendale](http://www.facebook.com/CivicPrideRossendale). The administrator is the Publicity Officer and only they can post onto this page. It is used to communicate to the wider community what the charity is doing, to promote its activities and occasionally to raise funds. Anyone can comment on the postings;
- Facebook closed group – CPR Quick Topics; This is a closed group meaning that posts can only be seen by those who have been given access. Access is given by the CPR Chair. This Facebook page is for the use of volunteers, both gardeners and litter pickers, to notify each other of their activities. Litter pickers are asked to use this group to notify how many bags of litter they have collected;
- Instagram; Information from the Facebook pages is posted onto Instagram; and
- Whatsapp topic groups – such as the CPR ConstableLee, CPR Greenhouse Group and TMG. These groups are agreed by the Operations Committee and the most appropriate volunteer established as the author of the group. Volunteers can then be asked to join the groups that are appropriate to them. Posts should be kept on topic, relating to the volunteering activities of the group as a whole. Volunteers can and should message each other directly outside of the CPR Whatsapp group if not relevant to most members of the group.

## 2. Guidelines

### Using CPR's social media channels — appropriate conduct

The Publicity Officer is responsible for setting up and managing the main Facebook page and the Instagram. The Chair is responsible for setting up and managing the Facebook Quick Topics account.

The Publicity Officer, the Chair and all volunteers posting on Quick Topics are required to follow these guidelines:-

1. Ensure all posts reflect CPR values;
2. Make sure that all social media content has a purpose and a benefit for CPR.;
3. Bring value to our audience. Answer their questions and engage with them;
4. Take care with the presentation of content. Check for spelling and grammar and check the quality of images;
5. Ensure that anybody features in images has given permission;
6. Reply to comments in a timely manner, within 24 hours if possible;
7. Do not use the CPR social media channels for personal conversations;

8. CPR is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.;
9. If a complaint is made on CPR's social media channels it will be dealt with by an appropriate member of the Operations Committee; and
10. Do not post anything that could be reasonably expected to cause offense or upset.

### **Discrimination and harassment**

You should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official CPR 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; and
- Posting images that are discriminatory or offensive or links to such content.

### **Use of personal social media accounts — appropriate conduct**

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise.

1. Be aware that any information you make public could affect how people perceive CPR. You must make it clear when you are speaking for yourself and not on behalf of CPR. If you are using your personal social media accounts to promote and talk about CPR's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent CPR's positions, policies or opinions";
2. If a volunteer or Trustee is contacted by the press about their social media posts that relate to CPR, they should talk to the Publicity Officer and not respond directly;
3. CPR is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing CPR, you are expected to hold CPR's position of neutrality. Volunteers and Trustees who are politically active need to be clear in separating their personal political identity from CPR and understand and avoid potential conflicts of interest;
4. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content

carefully. When you are using social media sites at work, it is important that you do so safely;

5. Think about your 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 polite and the first to correct your own mistakes; and
6. We encourage you to share posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support CPR and the work we do.

### 3. Further guidelines

#### **Libel**

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. When you are posting content on social media you should not bring CPR into disrepute by making defamatory comments about individuals or other organisations or groups.

#### **Copyright law**

It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. 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.

#### **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 a volunteer considers that a person/people is/are at risk of harm, they should report this to the Chair 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.

Where known, when communicating with young people under 18-years-old via social media, you should ensure the online relationship with CPR follows the same rules as

the offline 'real-life' relationship. You should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary.

See also the Civic Pride Rossendale Safeguarding Policy.

Agreed at the Trustees meeting on 12 January 2026.

Dated 7 January 2026

**Change Record**

Date of Change:	Changed By:	Comments:
✓ 15/1/2024	C Hocking	Policy approved by the Trustees at their meeting
4/1/2025	J Allcock	Reviewed but no changes made
12/1/2026	C Hocking	Policy approved by Trustees