

Dorset Deaf Children's Society

Social Media Policy

1. Purpose

This policy outlines how Dorset Deaf Children's Society (DDCS) uses social media to communicate, promote its mission, and protect the privacy, dignity, and wellbeing of the children and families it supports.

2. Scope

This policy applies to all trustees, volunteers, staff, and representatives of DDCS who use social media for official or personal purposes where DDCS is referenced or may be identified.

3. Principles

- Protect the safety, dignity, and identity of deaf children and their families.
- Promote inclusive, respectful, and positive representation.
- Uphold charity values, safeguarding commitments, and data protection regulations.

4. Official Accounts

DDCS operates the following official social media accounts:

- Facebook: Dorset Deaf Children's Society Parents Forum (private)
Acceptance to this group is issued after membership is verified.
Posts are monitored by admin trustees.
- Facebook: Dorset Deaf Children's Society (public)
- Instagram: dorsetdcs
- Twitter/X: No official DDCS page
- WhatsApp Youth/Teen Group: Code of Conduct issued to all members of the group. Consent form for joining agreed and signed by all members of the group and for those under the age of 18 years it must be also signed by a parent/guardian. There is a 2 step verification to ensure correct person added to group.

Only authorised individuals may post content to these accounts. Access must be approved by the Chair or designated trustee.

5. Acceptable Use

All content posted on DDCS social media must:

- Be respectful and inclusive.
- Protect identities (no full names or tagged images of children without consent).
- Promote the aims and activities of the charity.
- Be accurate, not misleading, and avoid political or controversial content.

6. Safeguarding and Privacy

- Consent must be obtained from parents/carers before posting any identifiable images or stories involving children.
- Photos must be age-appropriate, safe, and respectful.
- Personal details (e.g. addresses, schools, contact info) must never be shared.

7. Personal Social Media Use

- DDCS representatives must not disclose confidential information or make negative comments about the charity online.
- Personal posts must not imply official representation unless authorised.
- Trustees/volunteers should consider privacy settings and avoid posting anything that could bring the charity into disrepute.

8. Monitoring and Moderation

- Official accounts will be monitored regularly.
- Inappropriate or offensive comments will be removed.
- Any safeguarding concerns raised via social media will be reported immediately under DDCS's safeguarding procedures.

9. Breaches

Breaches of this policy may result in removal of access to accounts, review of volunteer/trustee roles, or formal disciplinary action (if applicable).

10. Review and Approval

This policy will be reviewed annually or in response to relevant changes in law or guidance.

Approved by: Kevin Forbes Chairman

Date: August 2025

Next Review Date: August 2028