



# FLAME INTERNATIONAL

## SOCIAL MEDIA POLICY

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### 1. About this policy

1.1. This policy is in place to minimise the risks to our charitable business through use of social media.

1.2. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, X, Wikipedia, Instagram, and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our charitable business in any way.

1.3. This policy extends to all staff. For ease, the term 'staff' is used throughout this policy to refer to employees, officers, consultants, contractors, volunteers, interns, casual workers and agency workers.

1.4. This policy does not form part of any employee's contract of employment, and we may amend it at any time.

## 2. Personnel responsible for implementing the policy

2.1. Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with the nominated Flame IT officer who will review this policy regularly to ensure that it meets legal requirements and reflects best practice.

2.2. Managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.

2.3. All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the nominated Flame IT officer in the first instance, who will inform senior Flame leadership and/or the Board of Trustees where appropriate. Questions regarding the content or application of this policy should be directed to the nominated Flame IT officer.

2.4. Significant reputational, safeguarding, or regulatory concerns arising from social media use will be reported to the Director and, where appropriate, the Board of Trustees.

## 3. Compliance with related policies and agreements

3.1. Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:

- 3.1.1. Breach our IT and Communications Systems Policy;
- 3.1.2. Breach our obligations with respect to the rules of relevant regulatory bodies;
- 3.1.3. Breach any obligations contained in those policies relating to confidentiality;
- 3.1.4. Breach our Disciplinary Policy or procedures;
- 3.1.5. Harass or bully other staff in any way;
- 3.1.6. Breach our Equal Opportunities Policy;
- 3.1.7. Breach our Data Protection Policy (for example, never disclose personal information about a colleague online);
- 3.1.8. Breach any other laws or regulatory requirements;
- 3.1.9. Breach obligations under the Online Safety Act 2023, including failing to take reasonable steps to prevent harm in online spaces operated, moderated, or hosted by Flame International; or

3.1.10. Breach guidelines set out in Flame’s Safeguarding Policy surrounding online abuse.

3.2. Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.

3.3. Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

#### 4. Personal use of social media

Personal use of social media during working hours is discouraged, and Flame IT equipment should not be used without permission.

#### 5. Prohibited use

5.1. You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.

5.2. You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

5.3. You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.

5.4. You must not post comments about sensitive charitable business-related topics, such as our performance, or do anything to jeopardise our confidential information and intellectual property. You must not include our logos or other trademarks in any personal social media posting or in your profile on any social media. As a guide, if information is not already publicly available, for example on Flame’s website, do not discuss or publish it in any medium elsewhere.

5.5. Staff should exercise discretion when connecting with charitable contacts on personal social media accounts and must not use such connections in a way that conflicts with Flame’s interests.

5.6. Any misuse of social media should be reported to the nominated Flame IT officer.

#### 6. Guidelines for responsible use of social media

6.1. You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.

6.2. Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

6.3. If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorised to speak on our behalf). You should also ensure that your profile and any content you post are consistent with the professional/charitable image you present to colleagues, congregational members, visitors, etc.

6.4. If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager.

6.5. If you see social media content that disparages or reflects poorly on us, you should contact your manager.

6.6. You will ensure that relevant permissions are sought when sharing photos or personal information on social media.

## 7. Monitoring

7.1. We reserve the right to monitor activities carried out using Flame IT systems in accordance with data protection legislation.

7.2. For further information, please refer to our IT and Communications Systems Policy.

## 8. Recruitment

We may use internet searches to perform due diligence on candidates in the course of recruitment. Where we do this, we will act in accordance with our data protection and equal opportunities obligations.

## 9. Breach of this policy

9.1. Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over work related passwords and login details.

9.2. You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

## 10. Policy review

10.1. This policy should be reviewed bi-annually.

Reviewed: March 2026

Next review date: March 2028