



G&T Events Ltd (trading as Future Survival)

Social Media Policy

This is a core policy that forms part of the induction for all staff. It is a requirement that all members of staff have access to this policy and sign to say they have read and understood its contents.

Date written: 2nd June 2025

Date of last update: 2nd June 2025

Date agreed and ratified by: 3rd June 2025, Mr G Broadbent, Director

Date of next full review: 1st June 2026

This policy will be reviewed at least annually and/or following any updates to national and local guidance and procedures.

1. Policy Purpose

This policy outlines how social media may and may not be used by employees of Future Survival. It aims to protect the organisation, its staff, customers, and, most importantly, the children and young people who access our services.

This policy applies to all employees, volunteers, contractors, and agency staff when using any form of social media—both on personal and company devices, during and outside of working hours.

2. Definition of Social Media

Social media includes all online platforms used to create and share content or communicate with others. This includes (but is not limited to):

- Social networking sites (e.g. Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok)
- Video and image sharing sites (e.g. YouTube, Flickr)
- Messaging platforms (e.g. WhatsApp, Messenger, Discord)
- Blogs, vlogs, forums, and any other internet-based communication

3. Use of Social Media at Work

Option 1 – No Personal Use During Work Hours

Employees are not permitted to use personal social media on company equipment or during paid working hours. Limited personal use on personal devices (e.g. during unpaid breaks) is allowed, provided it does not breach any part of this policy or distract from duties.

Where an employee's role includes responsibility for Future Survival's social media, they must:

- Follow the content and conduct guidelines outlined in this policy.
- Seek permission from a line manager before posting on official channels.
- Ensure all content is appropriate, professional, and reflects the values of the organisation.

4. Child Protection and Safeguarding

As a setting working with children and young people, Future Survival has a duty to protect them from harm, including online harm.

Employees must:

- Never post images or identifying details of children or young people attending our sessions on personal social media accounts.

- Never engage in private communication with under-18s through social media, messaging apps, or online platforms, unless this is part of a formally agreed safeguarding process and is logged and supervised.
- Report any concerns about the online safety of a child or young person to the Designated Safeguarding Lead (DSL) immediately.
- Never share or post content that could be perceived as sexual, discriminatory, harmful, inappropriate, or exploitative—especially in relation to children or vulnerable individuals.

Any breach of safeguarding through social media will be treated as a **serious safeguarding and disciplinary matter** and referred to external agencies where necessary.

5. Personal Conduct on Social Media

Even outside of working hours, employees must remember that their actions online can affect the reputation and safety of the organisation and the people it serves.

Employees must not:

- Identify themselves as working for Future Survival unless authorised to do so.
- Share confidential information or commercially sensitive content.
- Post content that could be seen as derogatory, offensive, discriminatory, or damaging to the organisation, its staff, customers, or children.
- Share or endorse views that could be interpreted as racist, sexist, homophobic, ableist, or otherwise discriminatory.

6. Use of Company Social Media

Where an employee is authorised to manage Future Survival's official social media accounts:

- All content must be professional, appropriate, and in line with the organisation's branding and safeguarding ethos.
- No personal opinions or unrelated content may be posted.
- Approval from a line manager is required before launching new campaigns or responding to public complaints or controversial issues.

7. Security and Monitoring

The company reserves the right to monitor and audit employee use of social media and internet access on company systems and equipment to:

- Ensure professional conduct
- Protect confidential information
- Investigate safeguarding concerns or breaches of policy

- Maintain productivity

8. Social Media References and Endorsements

Employees must not give public recommendations or endorsements (e.g. via LinkedIn) on behalf of the organisation unless expressly approved by their line manager. This applies to current and former staff, customers, and business partners.

9. Breach of Policy

Any breach of this policy will be investigated and may lead to disciplinary action. Serious breaches—especially those involving child protection, discrimination, or reputational damage—may result in **summary dismissal** and referral to safeguarding agencies or law enforcement.

10. Data Protection

Inappropriate access to, or disclosure of, personal data via social media is a data breach and must be reported immediately to the organisation's data protection lead. All data breaches will be recorded, investigated, and may lead to disciplinary action.