Clybiau Llywodraethwyr a Chylch Chwarae
Gresffordd Gresford
Governors' Clubs and Playgroup

Social Media Policy

Equality Act Impact Assessment	YES	NO	Ionawr 2025
Last Review Date	May 2026		
Date to be reviewed	May 2027		
Date Adopted by Management Committee	10.06.2026		
Responsible Individual - Mr Richard Hatwood			
Chair of Management Committee – Mrs Jan MacDonald			

1. Purpose
The purpose of this policy is to provide guidelines for the appropriate use of social media by trustees, staff, and volunteers of Gresford Governors' Clubs and Playgroup (GGCP) to promote transparency, protect

GGCP's reputation, and ensure compliance with the requirements of the Charity Commission for England and Wales.

2. Scope
This policy applies to all trustees, staff, volunteers, and anyone else authorized to post content on GGCP's social media platforms. It covers all GGCP social media channels and any personal social media activity that may impact GGCP's reputation.

3. Objectives of GGCP's Social Media Use
GGCP uses social media to:
- Share information about GGCP's activities, events, and achievements.
- Communicate with parents, guardians, and the local community.
- Promote GGCP's mission and values.
- Engage with stakeholders to raise awareness and support for GGCP's charitable objectives.

4. General Principles

4.1 Compliance with Charity Commission Guidelines
- GGCP's social media activity must reflect its charitable status, maintaining a clear focus on activities that advance GGCP's charitable purposes.
- GGCP must avoid engaging in any activity that could be perceived as endorsing political candidates, political parties, or partisan issues that could jeopardize its charitable status.

4.2 Appropriate Conduct
- All posts must be respectful, professional, and consistent with GGCP's values.
- Content must not include any offensive, discriminatory, or inflammatory language or imagery.
- Information shared must be accurate, fact-based, and verified.

4.3 Confidentiality
- Trustees, staff, and volunteers must not disclose confidential information regarding GGCP, children, families, or staff members.
- Photographs or personal information of children and families should not be posted without prior written consent from the child's parent or guardian.

4.4 Integrity and Transparency
- GGCP's social media presence should always reflect its values of transparency, integrity, and accountability.
- All posts should clearly indicate that they are from GGCP, avoiding any personal opinions that could be mistaken as the charity's stance.

5. Acceptable Use of Social Media

5.1 Content and Posting
- Only designated individuals (e.g., the social media manager or a nominated trustee) may post content on GGCP's official social media platforms.
- Posts should focus on GGCP's events, educational resources, community news, and relevant information that supports GGCP's charitable objectives.
- All posts should use appropriate language and respect the diverse nature of GGCP's audience.

5.2 Sharing and Commenting
- GGCP may share relevant content from reputable organizations (e.g., educational charities, local councils) that align with GGCP's mission, but must avoid sharing or endorsing any politically aligned content.
- Responding to comments should be done respectfully, and any contentious discussions should be avoided or referred to the GGCP Chair or designated trustee.

5.3 Monitoring and Moderation
- GGCP's social media channels should be monitored regularly to ensure that any inappropriate content (e.g., spam, offensive comments) is promptly removed.
- Trustees or staff members responsible for managing social media should moderate interactions in a manner that protects GGCP's reputation and the safety of its audience.

6. Social Media Procedures

6.1 Approval Process

- Any new social media channel or campaign must be approved by the Board of Trustees before being launched.
- All significant announcements, new content types, or strategic social media changes must be reviewed by the Chair of Trustees or another designated trustee.

6.2 Content Creation and Scheduling
- Content must be planned in advance, where possible, and reviewed by the designated social media manager.
- Posts should be scheduled to ensure regular engagement but should avoid excessive frequency that may overwhelm followers.
- Content should reflect GGCP's mission and values and avoid personal opinions of individual staff or trustees.

6.3 Handling Sensitive Issues
- If sensitive issues arise (e.g., incidents involving children, community concerns), GGCP should refrain from posting on the issue without the approval of the Chair of Trustees.
- For any inquiries from the media or public concerning sensitive issues, trustees, staff, and volunteers should refer all questions to the designated spokesperson for GGCP.

7. Guidelines for Personal Social Media Use

7.1 Personal Social Media Conduct
- Trustees, staff, and volunteers are advised to be mindful of their association with GGCP when using personal social media.
- If identifying themselves as part of GGCP, they should avoid sharing or posting content that could damage GGCP's reputation, including political or controversial opinions.
- Personal accounts should not be used to post confidential information or sensitive details about GGCP's activities, staff, or families.

7.2 Social Media Disclaimers
- If trustees, staff, or volunteers post on personal accounts about topics related to GGCP, they should clarify that any views expressed are personal and not necessarily those of GGCP.
- For example, use a disclaimer such as, "The views expressed here are my own and do not represent GGCP's official stance."

8. Compliance and Monitoring

8.1 Monitoring
- GGCP's social media channels will be regularly monitored to ensure compliance with this policy.
- Trustees will periodically review GGCP's social media activity to ensure it aligns with GGCP's mission and adheres to the Charity Commission's guidelines.

8.2 Breaches of Policy
- Any breaches of this policy will be taken seriously. The Board of Trustees will investigate incidents and take appropriate action, which may include disciplinary measures for staff or volunteers.
- In severe cases, misuse of GGCP's social media channels may lead to removal of posting privileges or termination of the individual's role within GGCP.

9. **Policy Review**
This policy will be reviewed annually by the Board of Trustees to ensure it remains compliant with Charity Commission requirements, best practices, and any changes in GGCP's activities or the social media landscape.

10. **Charity Commission Guidance Reference**
This policy is designed in accordance with the Charity Commission's guidance, specifically *CC9: Speaking Out – Guidance on Campaigning and Political Activity by Charities*. Trustees, staff, and volunteers are encouraged to review this document to understand the boundaries for social media and public engagement.

11. Contact Information
For any questions or clarification regarding this policy, or to request approval for new social media initiatives, please contact:

- Chair of Trustees: Mrs Jan MacDonald (01978 852342 or playgroup@allsaints-pri.wrexham.sch.uk)
- Responsible Individual: Mr Richard Hatwood (01978 852342 or headteacher@allsaints-pri.wrexham.sch.uk)