Social Media Policy Template for Groups

This policy aims to ensure that all Social Media use undertaken by committee members of <Insert Group Name> enhances the reputation of the Group and IAM RoadSmart, engages with the community and supports the charitable objectives.

Social Media Guidelines
- Only authorised individuals should post on official <Insert Group Name> social media accounts.

- All content should align with the IAM RoadSmarts mission, values, and branding guidelines.

- Authorised individuals are encouraged to seek guidance if unsure about any social media activity.

- Authorised individuals must clearly state that their views are personal and do not represent the views of <Insert Group Name> unless prior authorisation has been given to speak on behalf of the Group/charity, such as "Views are my own and not those of <Insert Group Name>/IAM RoadSmart".

- Only share accurate and verified information. If unsure, verify with the appropriate individual before posting. Correct any mistakes quickly and transparently if you have posted incorrect information.

- Ensure all social media engagements are positive, professional, and respectful. Do not post discriminatory, inappropriate, or offensive content. Avoiding engaging in negative discussions or online disputes.

- Group members are encouraged to share Group activities/information on their personal social media accounts, ensuring that all content adheres to this policy's guidelines.

- Fosters a supportive and inclusive community through positive engagements.

- Promote events, campaigns, and activities positively.

Data Protection
Do not share an individual's personal data such as names, photos, personal stories without explicit written consent. All content must comply with the UK General Data Protection Regulations.

Non-Compliance
Any breach of this policy must be reported to <Insert Group role and email address>

Policy Review
This policy will be reviewed <Insert timeline> or as required to reflect changes in social media trends, GDPR, laws, or <Insert Group Name>/IAM RoadSmarts activities. Volunteers will be informed of any updates to this policy and expected to comply with the latest version.

iAM RoadSmart