

## **Social Media Policy**

### **Purpose of Document**

The purpose of this document is to set out the policy for the Company's expectations regarding social media for Focus Foundation, the philanthropic arm of Focus Group.

### **Applicability and Scope**

This policy applies to all employees, volunteers and associates of Focus Foundation only ("the Company").

This includes any agency or casual workers, work experience placements, contractors, consultants or anyone else who is employed by or on behalf of the Companies named above.

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

### **Effective Date**

This policy is effective from the date the version is approved and will be reviewed annually to ensure it is fit for purpose.

### **Responsibility**

Founders, Trustees, and Managers are responsible for implementing and maintaining this policy across all relevant staff.

All workers are responsible for making themselves familiar with the policy and following the guidance detailed.

### **Policy Statement**

Most of us will use social media in our personal lives and increasingly in our professional lives too. Social media is a fantastic tool for connecting with our customers and colleagues to share our great work, as well as telling people about the products and services we have to offer.

We want to encourage our colleagues to share their passion for their work through social media in a reasonable and appropriate way that does not put either the business, customers or colleagues at risk.

Just so you know, this policy covers colleague use of all major social media platforms including but not limited to Facebook, Instagram, Twitter/X, LinkedIn, YouTube, Snapchat, TikTok, WhatsApp and Viva Enagage.

We know of course that most of our colleagues use social media outside of work. Whilst you may not be directly acting on the Companies behalf when sharing content in your own time, you do need to be aware that there are potential consequences for Focus Foundation if you're recognised as being a Focus Foundation colleague. On platforms where it is possible for users to ascertain who you work for, then you should take particular care to not behave in a way that means your actions could bring the Company into disrepute.

It might go without saying, but if you post comments or images on social media as a Focus Foundation colleague that people could view as offensive, discriminatory, harassment, bullying or threatening, we'll deal with it through the usual channels. This means we may follow the Disciplinary Policy as adhered to by Focus Group. This is also true if you've 'liked' or shared something someone else has posted, or if it's shared within any Social Media platform including within a WhatsApp group. Please be aware that anything you share, even if shared within a private group, may be seen in the public domain.

If you wouldn't say it or behave like that in work, don't do it online. We may ask you to remove online content that's not in line with this Policy. If you don't remove it when we ask, we may take disciplinary action.

When sharing information on social media, you must ensure not to breach confidentiality for example by revealing information owned by the business, discussing the organisations internal workings or future business plans.

Your activity in internal Company networks is governed by the following requirements:

- Everything in posted on the platform stays in the platform (no public posts or Tweets, etc).
- Please do not post confidential information.
- Be respectful to other members. It is acceptable to disagree, but please do so in a respectful manner.
- Add value with each post.
- You are responsible for the material you post.
- It is important to substantiate ideas, but please keep messages brief and to the point.

You should never use social media in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it would also breach them in an online forum.

Any breach of the Social Media Policy may lead to disciplinary action, up to and including summary dismissal.

Fundraising on social media has the potential to reach large audiences and can attract wider commentary. This can amplify any criticism a fundraising campaign might attract, and you should take this into account when planning the content of any online fundraising appeal and what social media platforms used.

It is therefore important that employees of The Company adhere to and abide by the [Code of Fundraising Practice](#) as authored by the Fundraising Regulator and the [UK Advertising Standards Authority](#) regulations to ensure that fundraising is open, honest and respectful in addition to adhering to any legal rules that apply.

Last Updated: November 2024