



Alconbury Recreation Field Charity (ARFC)

Social Media Policy

1. Purpose

This policy provides clear guidelines on the responsible use of social media by:

- Trustees
- Staff
- Volunteers
- Alconbury Sports & Social Club (ASSC) members
- Hirers and user groups
- Contractors
- Any individual representing or acting on behalf of Alconbury Recreation Field Charity (ARFC)

Its aim is to:

- Protect ARFC's reputation
- Comply with legal and regulatory requirements
- Ensure consistent, respectful communication across all platforms
- Safeguard trustees, staff, volunteers, members, hirers, and the wider community

2. Scope

This policy applies to:

- All trustees, staff, volunteers, ASSC members, hirers, and user groups of ARFC.

- Any person posting content on behalf of ARFC's official social media accounts.
- Personal social media activity where ARFC, ASSC, its facilities, activities, events, or personnel are identified, mentioned, tagged, or could reasonably be associated with the individual.

Social media platforms include (but are not limited to):

Facebook, Instagram, X (Twitter), LinkedIn, TikTok, YouTube, WhatsApp groups, community forums, blogs, messaging apps, and online discussion platforms.

This policy applies whether activity occurs during or outside of normal working or volunteering hours where ARFC may be associated with the individual.

3. Policy Statement

ARFC encourages the responsible and positive use of social media to:

- Support our charitable aims
- Promote community engagement
- Share accurate information about activities and events
- Highlight achievements and partnerships

All individuals covered by this policy must act in a way that upholds ARFC's values, protects its reputation, and maintains public trust.

4. Official Social Media Accounts

- Only authorised individuals may create, manage, or post on ARFC's official social media accounts.
- Posts must reflect ARFC's mission, be accurate, respectful, and approved in line with agreed internal procedures.
- Personal opinions must never be expressed through ARFC's official accounts.
- Account access credentials must be stored securely and not shared without written authorisation.
- Content must comply with UK legislation, including:
 - Data Protection legislation
 - Copyright law
 - Safeguarding requirements
 - Equality and anti-discrimination laws

Any new social media account created in ARFC's name must be approved by the Trustees.

5. Personal Use of Social Media

When using personal social media accounts, trustees, staff, volunteers, ASSC members, hirers, user groups, and others representing ARFC must:

- Make it clear that personal views are their own and do not represent ARFC (e.g., include “Views are my own”).
- Avoid posting content that could damage ARFC’s reputation or bring the charity into disrepute.
- Not post negative, misleading, defamatory, discriminatory, abusive, or inflammatory comments about ARFC, ASSC, its trustees, staff, volunteers, hirers, user groups, or members of the public.
- Avoid sharing confidential or sensitive information relating to ARFC business, bookings, safeguarding matters, financial information, complaints, or internal discussions.
- Not use ARFC’s name, logo, branding, or facilities to promote personal political views, campaigns, or commercial ventures without prior written permission.
- Be respectful when discussing local community matters involving ARFC.

All individuals should remember that:

- Social media posts are public and can be permanent.
- Deleted content can still be captured or shared.
- Online conduct may have real-world consequences.

6. Rules and Responsibilities

All individuals covered by this policy must:

- Act with integrity, professionalism, and respect online.
- Uphold ARFC’s Safeguarding, Data Protection, and Confidentiality policies.
- Ensure images of children or vulnerable persons are only shared with appropriate consent and in line with safeguarding procedures.
- Not engage in online arguments or disputes in a way that involves or references ARFC.
- Refer complaints, criticism, or media enquiries about ARFC to the Chair of Trustees (or nominated trustee) rather than responding publicly.
- Report any misuse of ARFC’s social media accounts or harmful online content relating to ARFC immediately to the Chair of Trustees.

Hirers and user groups must ensure that any social media promotion of events taking place at ARFC facilities is accurate and does not imply endorsement by ARFC unless prior approval has been given.

7. Disciplinary Action and Breach of Policy

Breaches of this policy will be taken seriously.

Examples of breaches include (but are not limited to):

- Posting confidential or inappropriate information.
- Sharing defamatory, discriminatory, or offensive content.
- Misrepresenting ARFC or ASSC online.
- Creating unofficial accounts claiming to represent ARFC without permission.
- Unauthorised use of official accounts.
- Bringing ARFC into disrepute through personal social media activity.
- Harassment or bullying of others online in connection with ARFC activities.

If a breach occurs:

1. The Chair of Trustees (or delegated trustee) will investigate the matter promptly and fairly.
2. The individual concerned will be given an opportunity to explain their actions.
3. Depending on the severity of the breach, the following actions may be taken:
 - Informal warning and guidance (for minor first offences).
 - Formal written warning.
 - Removal of access to ARFC's official social media accounts.
 - Termination of volunteering role or staff contract (in accordance with relevant procedures).
 - Removal from trustee position (in line with ARFC's governing document and charity law).
 - Suspension or termination of hiring agreements or facility use.
 - Revocation of ASSC membership (where applicable and in line with club rules).
 - Referral to external authorities if the breach involves unlawful activity (e.g., harassment, hate speech, data breaches).

Serious or repeated breaches may result in immediate termination of involvement with ARFC.

8. Monitoring and Review

ARFC reserves the right to monitor its official social media channels to ensure compliance with this policy.

This policy will be reviewed every two years, or earlier if required due to changes in legislation, Charity Commission guidance, or organisational needs.

9. Related Policies

This policy should be read alongside:

- Volunteer Policy
- Staff Handbook (where applicable)
- Data Protection Policy
- Safeguarding Policy
- Confidentiality Agreement
- Equality and Diversity Policy
- Health and Safety Policy
- Booking Terms and Conditions

Summary of Key Principles

- Be respectful and professional.
- Protect ARFC's reputation and charitable status.
- Keep personal and charity accounts separate.
- Do not share confidential or sensitive information.
- Follow legal, safeguarding, and data protection requirements.
- Breaches will have consequences.

Signed on behalf of the Trustees:

Name: C. Bodley

Role: Chair

Date: 2nd March 2026

Date Approved: 2nd March 2026

Review Due: March 2027 Revision No 2

Signed (Chair): C. Bodley