



Registered in England and Wales as a company limited by guarantee, number: 6034599
Registered charity number: 1122254

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Social Media Policy

Introduction

CLASP uses different electronic tools to communicate with our trustees, staff, volunteers and members, such as mobile phones and computers. Our communication will protect everyone's privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

The CLASP CEO has the day-to-day accountability and control over material published on CLASP's website and any related discussion groups or social media websites, such as but not exclusive to Facebook, WhatsApp, YouTube or Twitter.

The trustees remain ultimately responsible for CLASP's use of social media and electronic communication. They will review risks and activity at least every two years to ensure compliance with charity law and protection of CLASP's reputation.

CLASP's website

The website will include current information on competitions, social events, committees, policies, aims and outcomes. No offensive content or photos will be published. If CLASP intends to publish a photo, permission must be sought beforehand from the person or their carer and take care not to provide identifying information, unless agreed beforehand. CLASP will seek feedback from the community to improve the information available on our website.

Text, WhatsApp and email

Trustees, staff and volunteers may use text, WhatsApp and email to provide information about CLASP activities, training, social events and other related business, providing that:

- Messages are kept short and about CLASP matters.
- Email communication will be used when more information is required.
- Communication preferences involving members will be directed as agreed when they join.

Social Media

- CLASP treats all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be in an easy-read format and feature positive news and events.



- No personal information about CLASP's trustees, staff, volunteers and members will be disclosed, other than goodwill messages, e.g. congratulations and then only with the individual's consent.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring CLASP into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site. Where necessary the police will be contacted. Further steps may be taken to discipline the person who posted the offending comments.
- CLASP will not publish, endorse, or share content that could be interpreted as supporting a political party or candidate. Any campaigning or awareness-raising activity will only be undertaken where it directly furthers CLASP's charitable objectives and is explicitly approved by the trustees.
- Any online content involving children, young people, or vulnerable adults will be created and shared in line with CLASP's safeguarding policy. Additional care will be taken to avoid publishing identifying information or images without explicit, informed consent.

Press & social media formal contact

Any contact with the press or formal request for comment through any source of social media must come via the CEO or chairman.

Photo consent

Any photos used for CLASP purposes must have the consent of the individuals. This consent can be found on the membership database. All visitors are also asked if we can use their photos when they arrive for a session. This is recorded on the monitoring sheet.

Members

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to CLASP. If members would like to be added to the CLASP members WhatsApp group, we ask them to read and sign and then adhere to the 'WhatsApp Group Rules'.

Electronic communication

- Should be restricted to CLASP matters
- Must not offend, intimidate, humiliate or bully another person
- Must not be misleading, false or injure the reputation of another person
- Should respect and maintain the privacy of other members
- Must not bring CLASP into disrepute



Personal use

All CLASP equipment is provided for CLASP use, however CLASP accepts that sometimes trustees, staff & volunteers may want to use the equipment for personal use, e.g. to access the internet. Trustees, staff and volunteers may do this as long as this, and all other policies relating to communication, are followed.

When using CLASP's systems for your own use, you must ensure that it:

- Does not stop you from doing CLASP work
- Does not take priority over CLASP work
- Is for as short a time as possible and happens outside of usual working hours as much as possible, e.g. during your break times
- Does not cause additional expense or liability to CLASP
- Does not affect CLASP in any way
- All personal mail is kept separate from CLASP's
- Is lawful
- Is not used for gambling, viewing pornographic, or abusive materials.

Under no circumstances can you use CLASP's systems in conjunction with the operation and management of any other business, unless permission has been given by the Chair of Trustees.

All emails kept in the inbox are seen as CLASP communication and Data Protection Law applies.

By using CLASP systems for personal use, you agree to CLASP monitoring your personal mail.

Trustees, staff, and volunteers who identify themselves as affiliated with CLASP on personal social media accounts must make clear that their views are personal and not representative of CLASP, and must not post content that could bring the charity into disrepute.

Passwords

Any trustee, staff member or volunteer who password-protects their work must share their password with their line manager when they leave CLASP.

Monitoring and training

The CEO (or a nominated staff) will monitor CLASP's official social media accounts weekly. Any concerning posts or risks will be escalated to the Chair of Trustees within 24 hours, and a log of issues will be maintained for trustee review.

Trustees, staff, and volunteers will receive periodic training on safe, lawful, and effective social media use, including safeguarding, data protection, and reputational risk management.



Non-compliance (not following this policy)

Trustees, staff, volunteers and members of CLASP may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another person.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, trustees, staff, volunteers and members who publish false or misleading comments about another person in the public domain (e.g. Facebook, YouTube or Twitter) may be liable to court action.

Updated by: Myles Harrison, Chair of Trustees
Date of Update: July 2025
Date of review: July 2027, unless a breach of policy occurs before then