



Somerset Armed Forces Day CIC
Company number 13516007

SOCIAL MEDIA POLICY

Version 2026.Final
Agreed by the executive committee February 2026
Review Cycle: Annual

1. 1. Purpose

- a. Somerset Armed Forces Day CIC recognises the importance of social media in promoting our event, engaging the community and celebrating the Armed Forces.
- b. This policy sets out clear expectations for the safe, responsible and professional use of social media by:
 - i. Directors
 - ii. Staff
 - iii. Volunteers
 - iv. Event representatives
 - v. Contractors acting on behalf of the CIC
- c. It aims to protect:
 - i. The reputation of Somerset Armed Forces Day CIC
 - ii. Members of the Armed Forces community
 - iii. Children and vulnerable adults
 - iv. Our partners, sponsors and schools

2. Scope

- a. This policy applies to:
 - i. Official Somerset Armed Forces Day CIC social media accounts
 - ii. Personal social media accounts where individuals reference or represent the CIC
 - iii. Event-day live content
 - iv. Messaging platforms used for volunteer coordination

3. Official Social Media Accounts

- a. Official accounts may include (but are not limited to):
 - i. Facebook
 - ii. Instagram
 - iii. X (Twitter)
 - iv. LinkedIn
 - v. YouTube
 - vi. TikTok
- b. Only authorised individuals may:
 - i. Create accounts in the CIC's name
 - ii. Post official statements
 - iii. Respond to media enquiries
 - iv. Access account passwords
- c. Account access must be:
 - i. Password protected
 - ii. Stored securely
 - iii. Accessible to at least two authorised Directors

4. Content Standards

- a. All content published must be:
 - i. Accurate
 - ii. Respectful
 - iii. Inclusive
 - iv. Non-political
 - v. In line with the values of the Armed Forces Covenant
- b. Content must not include:
 - i. Offensive language
 - ii. Discriminatory remarks
 - iii. Political endorsements
 - iv. Confidential information
 - v. Personal data without consent
 - vi. Unverified information

5. Safeguarding & Young People

- a. Where children or young people are involved:
 - i. Consent must be obtained before posting identifiable images
 - ii. No child should be named without appropriate permission
 - iii. Avoid tagging personal accounts of minors

- iv. Avoid publishing school names without prior agreement
- b. All safeguarding concerns must be reported immediately under the Safeguarding Policy.

6. Event-Day Posting

- a. During Somerset Armed Forces Day:
 - i. Posts should reflect the community-focused nature of the event
 - ii. Images should be positive and respectful
 - iii. Emergency situations must not be reported on social media before official communication
 - iv. Media enquiries should be directed to the nominated spokesperson

7. Personal Social Media Use

- a. Directors, staff and volunteers should:
 - i. Make clear when views are personal and not official
 - ii. Avoid engaging in online arguments while representing the CIC
 - iii. Avoid posting content that could bring the CIC into disrepute
 - iv. Avoid sharing internal discussions or confidential decisions
- b. Even outside working hours, individuals must recognise that association with the CIC carries reputational responsibility.

8. Handling Negative Comments or Complaints

- a. We will:
 - i. Respond calmly and professionally
 - ii. Avoid deleting comments unless abusive, defamatory or inappropriate
 - iii. Signpost formal complaints to the Complaints Policy
 - iv. Escalate serious issues to a Director
- b. Abusive or threatening content may be removed and reported.

9. Data Protection

- a. When using social media, we must:
 - i. Comply with UK GDPR
 - ii. Avoid sharing personal data without lawful basis
 - iii. Avoid publishing emergency contact information
 - iv. Protect volunteer contact details

10. Security & Access Control

- a. Passwords must not be shared publicly
- b. Two-factor authentication should be enabled
- c. Access must be removed promptly when individuals leave their role
- d. Accounts should be reviewed quarterly

11. Political Neutrality

- a. Somerset Armed Forces Day CIC is a non-political organisation.
- b. Social media accounts must not:
 - i. Endorse political parties or candidates
 - ii. Share partisan political content
 - iii. Engage in political debate

12. Breach of Policy

- a. Failure to comply may result in:
 - i. Removal of posting privileges
 - ii. Volunteer disciplinary action
 - iii. Termination of contract (where applicable)
 - iv. Referral under safeguarding or governance procedures

13. Monitoring & Review

- a. The Board will:
 - i. Monitor social media usage
 - ii. Review engagement performance
 - iii. Ensure compliance with safeguarding and data protection
 - iv. Update this policy annually

14. Commitment Statement

- a. Somerset Armed Forces Day CIC is committed to using social media responsibly to promote positive community engagement, celebrate the Armed Forces and protect the safety and dignity of all participants.