

Age UK Croydon Social Media Policy (GDPR-Compliant)



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Adapted from the Age UK Social Media Policy (2024) and tailored for Age UK Croydon, with explicit UK GDPR and Data Protection Act 2018 compliance.

1. Introduction

Why Age UK Croydon Uses Social Media

Age UK Croydon uses social media to:

- Communicate services, advice, and activities to older people and the local community
- Promote events, volunteering, fundraising, and campaigns
- Engage safely and respectfully with service users, supporters, partners, and stakeholders

Purpose of This Policy

This policy:

- Sets clear expectations for professional and personal use of social media
- Protects Age UK Croydon's reputation
- Ensures compliance with UK GDPR, the Data Protection Act 2018, safeguarding duties, and charity law

2. Scope

This policy applies to all Age UK Croydon staff, trustees, volunteers, and contractors, and to all official social media activity, including work-related use of personal accounts.

3. Code of Conduct

All users must act professionally, respectfully, accurately, and in line with Age UK Croydon values. Content must never be discriminatory, offensive, political, or unlawful.

4. Age UK Croydon Social Media Channels

Official channels may include Facebook, Instagram, LinkedIn, and other approved platforms. Only authorised accounts may represent Age UK Croydon.

5. Governance and Responsibility

Overall responsibility sits with the Chief Executive Officer and passes to the Director HR & Governance. Day-to-day management is delegated to the Communications or Digital Lead. Access is restricted to authorised individuals only.

6. Accessibility and Inclusion

Content should be accessible and inclusive, using captions, alt text, clear language, and CamelCase hashtags.

7. UK GDPR and Data Protection Compliance

Age UK Croydon complies with UK GDPR and the Data Protection Act 2018. Personal data must only be shared where there is a lawful basis, usually explicit consent.

Written consent is required before posting identifiable images or stories of service users, volunteers, or supporters. Messages must be treated confidentially and redirected to secure channels where appropriate.

8. Personal Social Media Use

Staff and volunteers must make clear they are not speaking on behalf of Age UK Croydon and must avoid reputational harm. Suggested disclaimer: **“Views are my own and do not represent Age UK Croydon.”** As a further reminder please ensure you reflect our Age UK Croydon values.

9. Safeguarding, Complaints, and Escalation


Safeguarding concerns must be escalated immediately. Complaints should not be debated publicly. Reputational risks must be referred to senior management.

10. Breach of Policy

Breaches may result in removal of access, disciplinary action, or volunteer management action.

11. Review and Approval

Approved by Age UK Croydon Senior Leadership. Reviewed annually or following legislative or operational change.

Date this policy came into effect, Approved by Board :	Date: 03 March 2026
Next Review as agreed by SLT	February 2027
Name or position of person responsible for this policy	Name: R Liard  Position: Director HR & Governance

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