

SOCIAL MEDIA POLICY

Version control

Date	Action	Next review
	New policy	
	Policy reviewed and approved by Board	

1. Purpose

- 1.1 Cresconova uses social media and online platforms to communicate about its programmes, share educational content, and engage with its community.
- 1.2 This policy sets out the standards and expectations for the use of social media in connection with Cresconova, in order to protect learners, maintain professionalism, and safeguard Cresconova's reputation.

2. Scope

- 2.1 This policy applies to all trustees, employees, contractors and volunteers who use social media:
 - 2.1.1 on behalf of Cresconova; or
 - 2.1.2 in a personal capacity where their association with Cresconova may reasonably be apparent.
- 2.2 This policy covers all social media platforms and online channels, including social networking sites, messaging platforms, blogs, forums and similar digital spaces.

3. Core Principles

- 3.1 Social media use connected with Cresconova must be lawful, respectful, accurate and consistent with Cresconova's values and policies.
- 3.2 Cresconova is committed to safeguarding children and young people and to maintaining appropriate professional boundaries in all online interactions.
- 3.3 Cresconova will not tolerate online conduct that is discriminatory, abusive, misleading or harmful.

4. Official Cresconova Accounts

- 4.1 Only individuals authorised by the Chief Creative Officer may create, operate or post content on official Cresconova social media accounts.
- 4.2 Content shared through official accounts must be accurate, appropriate, and consistent with Cresconova's educational purposes and public communications.
- 4.3 Personal data, including images or information relating to learners, must not be shared without appropriate consent and in accordance with Cresconova's data protection and safeguarding policies.

5. Personal Use of Social Media

- 5.1 Individuals associated with Cresconova may use social media in a personal capacity, provided that such use does not bring Cresconova into disrepute or undermine trust in its activities.
- 5.2 Where an individual refers to Cresconova, or where their association with Cresconova is apparent, they must make clear that their views are personal and not expressed on behalf of Cresconova.
- 5.3 Individuals must not use Cresconova's name, branding, confidential information or images of learners in personal social media activity without prior authorisation.

6. Safeguarding and Professional Boundaries

- 6.1 Direct online contact between staff or volunteers and learners through personal social media accounts is not permitted.
- 6.2 Any online communication with learners must take place only through Cresconova-approved platforms and in accordance with Cresconova's safeguarding policies.
- 6.3 Any safeguarding concern arising from social media activity must be reported in accordance with Cresconova's safeguarding and serious incident reporting procedures.

7. Complaints, Incidents and Monitoring

- 7.1 Concerns about social media content relating to Cresconova, including inappropriate posts or interactions, should be reported promptly to the Chief Creative Officer or another authorised individual.
- 7.2 Cresconova may require the removal of content that breaches this policy or other Cresconova policies.

7.3 Serious breaches may be treated as a disciplinary matter and, where appropriate, escalated under Cresconova's Serious Incident Reporting Policy.

8. Use of Images, Video and Content

8.1 Images, video or audio recordings of learners may only be used where appropriate consent has been obtained and recorded.

8.2 Content must be respectful of learners' dignity and privacy and must not be used in a way that could expose learners to risk.

9. Compliance with Law and Other Policies

9.1 All social media use connected with Cresconova must comply with applicable law, including data protection, safeguarding and intellectual property requirements.

9.2 This policy should be read alongside Cresconova's:

9.2.1 Safeguarding and Child Protection Policy

9.2.2 Data Protection Policy

9.2.3 Serious Incident Reporting Policy

9.2.4 Campaigns and Political Activity Policy

10. Review

10.1 This policy will be reviewed periodically by Cresconova's trustees and updated as necessary to reflect changes in law, guidance or practice.