

# Social Media and Photography Policy

---

## 1. Introduction

This policy outlines how Power2Inspire (P2I or “the Charity”) uses social media and photography to protect participants, promote safe engagement, and uphold the charity’s reputation. It applies to all staff, trustees, volunteers, ambassadors (“members”), participants, and their families.

## 2. Key Principles

- Safeguarding children, young people, and vulnerable adults is the responsibility of everyone involved in P2I.
- All stakeholders must protect the charity’s reputation and treat one another with dignity and respect.
- Social media can enhance engagement but also presents risks. Content should always reflect the values of P2I and avoid misinterpretation or reputational damage.
- All communication should be respectful, accurate, and considerate of potential impact.

## 3. Definitions

**Members:** Includes staff, Directors, volunteers, and ambassadors.

**Stakeholders:** Includes members, participants, partners, parents/carers, and donors.

## 4. Personal Use of Social Media by Members

Members are expected to maintain professionalism when using personal social media accounts using the following **guidelines**:

- Do not add participants as friends or contacts on personal social media accounts.
- Do not post negative or personal comments about P2I, its members, or its operations.
- Avoid posting opinions about events or internal matters.
- Refrain from using social media for personal purposes during P2I events.
- Review and secure privacy settings regularly.

Any inappropriate use must be reported to the CEO and may lead to disciplinary action. If the CEO is at fault, it must be reported to the Chair of the Board

## 5. Use of Messaging Apps

Personal messaging apps (e.g., WhatsApp, Messenger) must not be used for communication with participants unless explicitly approved. All communication must comply with safeguarding and GDPR guidelines.

## 6. Charity Social Media Accounts

P2I manages official accounts on Facebook, Twitter, Instagram, and LinkedIn.

These platforms are used to:

- Highlight charity activities
- Announce upcoming events
- Promote our vision and mission
- Engage with the community

To mitigate risk:

- Only designated staff post on behalf of the charity.
- Consent must be obtained before publishing images.
- No personal data will be shared that breaches data protection laws.
- Accounts are protected with strong passwords and two-factor authentication.

## 7. Comments by Participants, Parents & Carers

Participants, parents, and carers are expected to use social media respectfully using the following **guidelines**:

- Do not post photos or videos of anyone except yourself or your own children from P2I events.
- Do not make complaints via social media; please email Power2Inspire in line with the complaints policy. Malicious, fictitious, or defamatory comments about P2I or its members are not acceptable.

## 8. Online Bullying & Inappropriate Use

- All allegations of online bullying or harmful social media use will be addressed per P2I's Anti-Bullying and Complaints Policies.
- If inappropriate content is posted the charity will ask for it to be removed. Police involvement may be required if posts are racist, threatening, or unlawful (e.g., defamation, harassment).
- Unlawful statements include those that expose someone to hatred or contempt, cause them to be shunned or avoided or harm their professional or personal reputation

## 9. Photography Policy

### General Rules:

- Personal mobile phones must not be used to take photos or videos during events.
- Photographs and video recordings require consent (as per GDPR).
- Consent can be withdrawn at any time.
- Only P2I approved devices or photographers may be used for photography, and must remain within the organisation unless used for an event.
- Photos are stored securely in password-protected systems.
- At schools or external settings, local photography rules will be respected.
- Photography must take place in full view of all participants.

### Participants, Parents & Carers:

- Must not share photos/videos of children other than their own.
- Will be reminded of these rules at every event by a senior representative.

## 10. Use of AI and Edited Content

AI-generated or heavily edited images must not be used to represent real participants or events without clear labelling and consent. Misleading or manipulated imagery is prohibited.

## 11. Monitoring and Enforcement

P2I reserves the right to monitor public-facing content for safeguarding and reputational reasons. Breaches of this policy will result in investigation and, if necessary, disciplinary or legal action.

If you have any questions about this policy or wish to raise a concern, please contact:

e. [Alex.Laybourne@power2inspire.org.uk](mailto:Alex.Laybourne@power2inspire.org.uk)  
w. [www.power2inspire.org.uk](http://www.power2inspire.org.uk)

**Updated April 2025 (Reviewed Annually)**