# Volunteers' Social Media Policy

## 1. Introduction

This policy is intended for all volunteers of Haemochromatosis UK. It aims to support responsible use of social media, represent the organisation positively, and avoid legal risks.

## 2. What is Social Media?

Social media refers to online platforms where content is shared and networks are built – e.g., Facebook, X (formerly known as Twitter), Instagram, and LinkedIn.

## 3. Why Do We Use Social Media?

Social media is a key tool to raise awareness of our work, communicate with the public, and engage supporters.

Our charity exists to support people affected by genetic haemochromatosis, along with their families and friends. Through our ***website*** and ***Facebook Support Group***, we aim to create a positive, helpful community where members can share experiences, learn how to manage the condition, and live life to the fullest.
Kindly note that all our volunteers and non-medically trained staff are not allowed to give medical advice. You should consult your own healthcare professional or HUK's Advanced Practice Nurse or nurse for medical advice.

## 4. Purpose of This Policy

This policy aims to:
- Support volunteers in using social media
- Protect the organisation and its reputation
- Avoid legal issues

## 5. Contact Person

If you have questions about using social media, please contact the Communications Officer at comms@huk.org.uk

## 6. Official Channels

Haemochromatosis UK (HUK) uses Facebook, and our Social Media Moderators are only Moderating the Support Group on Facebook.

Haemochromatosis UK is available on other social media channels, like, but not limited to
- X (formerly known as Twitter)
- Instagram
- LinkedIn.

Any of these other channels are not moderated by HUK.

If you use any of these channels, please ensure that all content on these channels is accurate and responsibly posted.

**7. Use of Personal Social Media Accounts**

Volunteers may use their own accounts but should follow these guidelines:

✅ Share official posts from the organisation

✅ Use a disclaimer, e.g.:

"The views expressed here are my own and do not necessarily reflect those of Haemochromatosis UK."

❌ Do not contact high-profile individuals on behalf of the organisation

❌ Do not share confidential information

❌ Avoid political statements on behalf of the organisation

❌ Do not provide any medical advice

**8. Online Behaviour**

Anyone posting on social media sites related to Haemochromatosis UK should adhere to the following:

- Volunteers should not post on behalf of the charity within the support group
- Volunteers should not give medical advice
- Be respectful and polite
- Correct your own mistakes promptly
- Avoid offensive or discriminatory content
- Protect your privacy and that of others
- Moderators are responsible for approving / declining any posts proposed in the Facebook Support Group.
    - In case of disagreements, Moderator will discuss the subject with a member of staff to resolve it
    - Moderators aim to ensure the accuracy of what is being posted by others

**9. Legal Considerations**

Defamation: Do not make false statements about individuals or organisations.

Copyright: Do not use third-party content without permission.

Confidentiality: Do not publish internal or unreleased information.

**10. Safeguarding and Vulnerable Individuals**

When interacting with Minors, i.e. individuals under 18, or vulnerable persons, the same rules apply as offline. Please refer to our Safeguarding Policy.

**11. Breach of Policy**

Each volunteer is responsible for following this policy. If unsure, contact the management team. Violations may have consequences, like i.e. removal of the volunteer role, further training, reporting to authorities if laws are broken, etc.

**12. Incident Management**

If you consider any of the posting on our social media sites to be in breach of this policy, please contact our staff with relevant screenshots etc, but do not take any action on the charity's behalf by yourself.

**13. Review**

Last reviewed and approved by Trustees and staff: March 2026
Next review: March 2028