

## Social Media Policy

### 1. Purpose

This policy outlines the British Red Cross' commitment to, and standards for, ensuring responsible, effective and appropriate use of social media, both through our corporate accounts and use in a personal capacity by our people.

### 2. Scope

This policy applies to all British Red Cross staff and volunteers ('our people') in the UK, Crown Dependencies, and internationally.

### 3. Policy Statement

Social media plays a vital role in helping the British Red Cross connect with supporters, build online communities and inspire action in support of our mission to help people in crisis across the UK and around the world. This is primarily achieved through the British Red Cross' official corporate social media channels. We also recognise that many of our people use social media in a personal capacity, including when it can be clearly identified that they work for the British Red Cross. This can add value and contribute to our mission but also carries with it responsibility. This policy sets out the British Red Cross' social media standards, and expectations of our people when using social media.

#### 3.1. Standards

**3.1.1.** The British Red Cross will ensure only authorised users have access to corporate social media channels and networking sites for work-related purposes. All official British Red Cross corporate social media accounts and groups must be authorised by the Social Media Manager and secured in line with our technology policies to safeguard corporate reputation. The Social Media Manager has the final approval on what content appears on our owned organic corporate social media accounts and may request the closure of a corporate social media account or group.

**3.1.2.** All social media content shared by our people must uphold and protect the Fundamental Principles of the International Red Cross and Red Crescent Movement, the British Red Cross' values and the organisation's reputation. This includes individuals who can be clearly identified as British Red Cross employees or volunteers on their personal accounts. This applies to the use of both public and private social media accounts, and private closed groups on social media.

**3.1.3.** The British Red Cross will actively monitor, identify, mitigate, and respond to misinformation, disinformation and malinformation about the British Red Cross where appropriate in order to protect our work supporting people in crisis, brand trust and our people.

**3.1.4.** Only approved corporate social media accounts can use the British Red Cross logos, including those displaying the emblem, and that they do so appropriately. The Red Cross emblem is a unique protective symbol, use of which is governed by national and international law.

**3.1.5.** Our people must never share confidential British Red Cross or personal data on social media in accordance with our corporate policies, procedures and relevant regulation and legislation.

**3.1.6.** We will respect copyright and privacy legislation, including gaining permission to use others' content and personal data, in accordance with the British Red Cross' Information Governance policies and procedures, and giving proper credit where required.

**3.1.7.** The British Red Cross will consider a breach of this policy as misconduct which will be managed through corporate disciplinary policies and procedures.

## **3.2. Impact Assessments**

### **3.2.1. Equality Impact Assessment**

We are committed to fostering an environment where diversity, inclusion and wellbeing are a central part of our organisational approach to use of social media. We recognise that social media has a powerful influence on how communities engage and that its impacts are not experienced equally. Our approach to social media reflects our dedication to fairness, accessibility, and respectful representation for all individuals and groups. We strive to create and share content that removes barriers, amplifies diverse voices, and ensures inclusive participation across all platforms. Additionally, we commit to regularly reviewing our social media practices and collaborating with the Equity, Diversity and Inclusion (EDI) team to address any emerging impacts or opportunities for improvement.

## **3.3. Lessons Learned from Policy Evaluation**

A review of this policy was undertaken, and feedback was garnered from teams and people across the British Red Cross. This informed improvements to this policy document including roles updated due to organisational restructure, procedure and process information relocated, and compliance with the Policy and Procedure Framework. A Procedure document will be developed to support the Policy.

## **4. Responsibilities**

The Executive Leadership Team (ELT) are responsible for ensuring compliance with this policy.

The Executive Director Fundraising, Marketing and Communications together with the Director of Communications are responsible for oversight of the policy.

The Executive Director Fundraising, Marketing and Communications (Policy Owner) is responsible for ensuring that the policy allows achievement of external and internal standards.

All Managers are responsible for operational implementation of, and compliance with, the policy and that any breaches are reported (via Datix Cloud IQ [Datix]) and investigated.

The Policy Owner oversees the development or review of the policy document.

The Social Media Manager is responsible for developing and reviewing the policy under the guidance, and with the support, of the Owner; developing an organisational communications plan for the policy; and managing queries about the policy on a day-to-day basis.

It is the responsibility of all of our people to adhere to, and comply with, this policy. They should also report any incidents, through the Datix Cloud IQ incident reporting system.

## 5. Governance

<b>Associated policy document/s</b>	<ul style="list-style-type: none"> <li>• Data Protection Policy</li> <li>• Code of Conduct</li> <li>• Email, Internet and Intranet Policy</li> <li>• Business Continuity and Resilience Management Policy</li> <li>• Confidentiality Policy</li> <li>• Incident Reporting Policy</li> <li>• Information Governance Policy</li> <li>• Information Security Policy</li> <li>• Equity, Diversity and Inclusion Policy</li> <li>• Safeguarding Policy</li> <li>• Disciplinary Policy</li> <li>• Volunteer Complaints, Issues and Concerns Policy</li> <li>• Red Cross Emblem and Designation Referral and Approval Policy</li> </ul>
<b>Policy(ies) superseded</b>	N/A
<b>Legislation/ regulatory requirements and standards</b>	<ul style="list-style-type: none"> <li>• Data Protection Act 1998</li> <li>• UK General Data Protection Regulation (GDPR) 2018</li> <li>• Data Use and Access Act 2025</li> <li>• The Common Law Duty of Confidentiality</li> <li>• Equality Act 2010</li> <li>• Copyright, Designs and Patents Act 1988</li> </ul>
<b>Equality impact assessment</b>	No equality impact identified

<b>Data Protection impact assessment</b>	No data protection impact identified for this policy. Individual DPIAs must be completed for each social media platform or digital engagement tool before it is used for corporate purposes.	
<b>Environmental impact assessment</b>	No environmental impact identified	
<b>Endorsing Authority; Endorsement date</b>	Interim Executive Director Fundraising, Marketing and Communications; 02 2026	
<b>Approval Authority; Approval date</b>	ELT; 02 2026	
<b>Policy Owner</b>	Interim Executive Director Fundraising, Marketing and Communications	
<b>Policy Lead</b>	Social Media Manager	
<b>Date effective</b>	02 2026	
<b>Interim update date</b>	N/A	
<b>Review date</b>	02 2029	
<b>Version</b>	3.0	
<b>Keywords</b>	accounts, corporate, brand, channels, principles, fundamental, movement, RCRC, fundamental principles, confidential, data protection, copyright, misconduct, organic, risk, reputation, disciplinary, Datix, misinformation, disinformation, malinformation, Facebook, X, TikTok, Instagram, WhatsApp Broadcast Channel, LinkedIn	
<b>Revision history</b>	<b>Version</b>	<b>Summary of change (s)</b>
	1.0	Original policy document.
	2.0	Policy updated to reflect BRC social media channel status in 2022, including adding new social channels as TikTok, YouTube, Reddit, Pinterest, Discord, and Twitch. Updated documents referenced in the policy and reflected organisational changes.
	3.0	Roles updated due to organisational restructure, procedure and process information relocated, and compliance with the Policy and Procedure Framework.

## Appendix: Definitions

**Authorised user:** someone permitted by the Social Media team to access and manage our corporate social media accounts and any social media account associated with the British Red Cross, following rules and guidelines.

**Corporate social media channel:** a corporate social media channel is any social media account that represents the British Red Cross in an official capacity. This includes channels managed centrally or regionally by our staff or volunteers such as shop-run or departmental social media pages.

**Datix Cloud IQ:** the Incident Reporting system used by the British Red Cross to record all incidents, accidents, near misses and safeguarding concerns.

**Defamatory:** damaging the reputation of a person, organisation or group by saying or writing bad things about them that are not true.

**Disinformation:** false information that is intentionally created and spread to mislead, manipulate and cause harm.

**Fundamental Principles:** the seven principles that guide the actions and operations of the Red Cross and Red Crescent (RCRC) Movement: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

**Inappropriate material:** any social media content that is sexually explicit, violent, hateful or harmful, particularly when it is not suitable for the intended audience or violates laws or social media platform policies.

**Malinformation:** information that stems from the truth but is often exaggerated or presented out of context in a way that misleads and intends to cause harm.

**Misconduct:** behaviour violating workplace rules, policies, standards of acceptable conduct.

**Misinformation:** false or inaccurate information that is spread by people who do not realise it is false or misleading.

**Networking sites:** any online platform that people use to build social networks or social relationships (e.g. Facebook and LinkedIn).

**Organic:** organic social media channel content is posted for free without any paid promotion.

**Personal data:** a person who can be identified, directly or indirectly, by reference to an identifier, e.g. name, identification number, location data, online identifier (IP address).

**Red Cross and Red Crescent (RCRC) Movement:** the international humanitarian network composed of the International Committee of the Red Cross, International Federation of RCRC Societies, and national RCRC societies.

**Safeguarding:** how we prevent and respond to concerns of abuse, exploitation, and harm to children, adults, communities, who come into contact with us or our partners.

**Social media:** is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time.

**Social media channel:** any online platform where people can connect, share content and interact with each other. At the British Red Cross we use Facebook, X, LinkedIn, Instagram, TikTok, Threads and WhatsApp Broadcast Channel.

**Social media content:** refers to any text, images, videos, or other media shared on platforms like Facebook, Instagram, or X to inform, engage, or entertain audiences.

**Staff:** all employees (contract of employment) and workers (contract or other arrangement to do work/ services with no ongoing work) paid by the British Red Cross.

**Standard:** accepted, consistent, agreed way of task completion to ensure best practice.

**Volunteer:** an individual who chooses to carry out a role on behalf of the British Red Cross for no financial or material gain.