

LOTUS CARING HANDS (LCH)

Social Media Policy and Procedures

Charity Registration Number: 1132258

Registered Address: 40 Pomeroy Close, Amersham, Buckinghamshire, HP7 9BW

1. Purpose of the Policy

This policy sets out how Lotus Caring Hands (LCH) uses social media responsibly and safely to promote its charitable objectives, protect its reputation, and ensure appropriate online conduct by trustees, staff, volunteers, and representatives.

2. Scope

This policy applies to all individuals who create, manage, or contribute to social media content on behalf of LCH, including trustees, employees, volunteers, and contractors.

3. Objectives of Social Media Use

- Promote LCH's mission, activities, and impact
- Engage positively with the public and supporters
- Provide accurate and timely information
- Protect the reputation and integrity of the charity

4. Approved Social Media Accounts

Only authorised individuals may create or manage official LCH social media accounts. All account access details must be securely stored and approved by the Board or nominated officer.

5. Acceptable Use

Those managing social media must:

- Act professionally and respectfully at all times
- Ensure content is accurate, respectful, and lawful
- Protect confidential and personal information
- Obtain consent before sharing photos or personal data
- Follow safeguarding and data protection policies

6. Prohibited Conduct

The following must not be posted or shared:

- Confidential or sensitive information
- Discriminatory, offensive, or defamatory content
- Political or religious campaigning unrelated to LCH objectives
- Content that could harm LCH's reputation

7. Personal Use of Social Media

Individuals must not present personal views as those of LCH. Any personal opinions should clearly state they are personal and not representative of the charity.

8. Managing Complaints and Negative Comments

- Legitimate concerns should be acknowledged politely and escalated internally.
- Abusive, threatening, or defamatory comments may be removed and reported.
- Serious issues must be referred to trustees immediately.

9. Monitoring and Moderation

All official social media channels should be regularly monitored. Content should be reviewed to ensure compliance with this policy.

10. Breach of Policy

Failure to comply with this policy may result in disciplinary action, including removal of access or further action as appropriate.

11. Review of Policy

This policy will be reviewed annually or sooner if required.

Approved by the Board of Trustees

Date: 26/12/2025

Review Date: 26/12/2025