



Centre

Hastings & Rother YMCA Registered Charity Number 305243

Social Media & Communications Policy

1. Purpose

The policy aims to guide all digital and public communications to ensure they consistently reflect the values and mission of Hastings & Rother YMCA. We are committed to promoting respect, inclusivity, and transparency across all channels while safeguarding the privacy of those we serve.

2. Scope

This policy applies to all staff, volunteers, trustees, contractors, and any individuals representing the organisation in any digital or public forum—including but not limited to social media platforms, blogs, newsletters, and other media channels.

3. Core Principles

- **Integrity and Respect:** All communications must be honest, respectful, and foster a positive image of the organization.
- **Inclusivity and Non-discrimination:** Posts should embrace diversity and be free from any form of discrimination, bullying, or hate speech.
- **Confidentiality:** Personal or sensitive information about service users, staff, or volunteers, particularly minors, must never be disclosed without consent.
- **Accountability:** Only designated individuals are authorized to post on official YMCA accounts. Misrepresentation of the YMCA's views via personal accounts is strictly discouraged.

4. Guidelines for Online Communications

- **Content Creation:** Ensure that language is plain, clear, and supportive of our mission. Avoid inflammatory or misleading statements.
- **Engagement:** Respond constructively to queries and comments. Escalate any concerns – especially those related to safeguarding or reputational risks – to the appropriate officer.
- **Crisis Communication:** Follow the predefined crisis communication plan. In emergencies, all communications will be channeled from the designated spokesperson.
- **Review Process:** All drafts of official posts or publications must be reviewed by the Communications Lead and, when relevant, the Designated Safeguarding Lead (DSL) before publication.

5. Monitoring and Compliance

- The Communications Lead is responsible for regular monitoring to ensure ongoing compliance with this policy.
- Any breaches of the policy may result in disciplinary action as outlined in the organisation's governance procedures.
- This policy will be reviewed and updated annually in line with best practice and feedback from our community.

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Y Centre

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