

# Naomi's Garden / The King's Outreach Social Media Policy

## 1. Purpose

This policy provides guidelines for the responsible use of social media by Naomi's Garden/The King's Outreach. It ensures that all interactions align with our values of inclusivity, dignity, and respect for the individuals and families we support.

## 2. Scope

This policy applies to all staff, volunteers, trustees, and any individuals posting on behalf of the charity. It covers all social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok

## 3. Guiding Principles

- **Respect and Dignity:** We will always respect the privacy and dignity of the individuals we support. No content should be shared that could harm, exploit, or misrepresent those we serve.
- **Inclusivity and Positivity:** We use social media to celebrate achievements, share updates, and engage with the community in a positive and inclusive manner.
- **Confidentiality:** Personal and sensitive information must never be shared without explicit written consent from the individuals or guardians involved.
- **Accuracy and Integrity:** We commit to sharing accurate and truthful information that upholds our mission and values.

## 4. Content Guidelines

- **Photography and Videos:** Any images or videos featuring individuals we support require prior written consent.
- **Respectful Engagement:** Comments, messages, and posts must be respectful and considerate. Any discriminatory, hateful, or inappropriate content will be removed.
- **No Political or Religious Endorsements:** While we are a faith-based organization, we do not use social media to promote political agendas or personal religious views.
- **Crisis and Sensitive Topics:** Sensitive issues should be handled with care. Any crisis or safeguarding concerns must be escalated through internal protocols before addressing them publicly.

## **5. Use of Social Media by Staff and Volunteers**

- Personal use of social media should not conflict with the organization's values or reputation.
- Staff and volunteers should not engage in discussions or debates that could reflect negatively on the charity.
- Official statements must only be made by authorized personnel.

## **6. Monitoring and Moderation**

- Our social media accounts will be regularly monitored.
- Any inappropriate or harmful content will be removed, and necessary action will be taken.
- Concerns or issues should be reported to the designated social media coordinator.

## 7. Consequences of Policy Violations

- Any breaches of this policy may result in disciplinary action, including removal from social media responsibilities or further legal action where necessary.

## 8. Review and Updates

This policy will be reviewed annually to ensure it remains relevant and effective.

For questions or concerns regarding social media usage, please contact:

[hello@naomisgarden.org](mailto:hello@naomisgarden.org)

**Policy Adopted by Trustees on: 15.01.2024**

**Policy Last Reviewed on: 04.12.2025**

**Policy Due for Review on: 04.12.2026**