



Farmstrong Scotland

Social Media Policy

May 2025

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1. About this policy

- a. Social media is essential to the success of communicating Farmstrong Scotland's work. It is important for some staff and/or board trustees and/or volunteers, to participate in social media to engage and participate in relevant conversations as well as raise the profile of the Charity's work. This policy is in place to minimise the risks to the Charity.
- b. This policy deals with the use of all forms of social media, internet postings and blogs. It applies to use of social media for business purposes, as well as personal use that may affect Farmstrong Scotland in any way.
- c. Farmstrong Scotland recognise that trustees and employees may use social media in their own time, using their own equipment or may be given access to Farmstrong Scotland systems or social media accounts. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all trustees and employees will take personal responsibility and conduct themselves in such a way as to avoid bringing Farmstrong Scotland into disrepute or compromising our effectiveness.
- d. This Policy only applies to Farmstrong Scotland related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However, all trustees and employees are asked to respect the privacy, confidentiality and propriety of the Charity's trustees and employees.
- e. Trustees and employees should be aware that inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. The Charity's trustees and employees should take account of this Policy in using social media.
- f. This policy applies equally to Farmstrong Scotland Trustees, volunteers and third parties working with or on behalf of the Charity.

2. Guidelines for responsible use of social media

- a. Make it clear in social media postings, and personal profiles, that the individual or entity is speaking on their own behalf. Posts should be written in the first person and use a personal or company email address.
- b. Respect should be given to others when making or relaying any statement on social media.
- c. Individuals are personally responsible for their communications published on the internet.
- d. Any disclosure of affiliation with Farmstrong Scotland must state that views do not necessarily represent those of Farmstrong Scotland (unless authorised to speak on Farmstrong Scotland behalf). If authorised to do so by Farmstrong Scotland, ensure any content posted is consistent with the professional image and objectives of the Charity
- e. If uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until cleared to do so by Farmstrong Scotland.
- f. If social media content is identified that purports to be from the Charity or its officers or disparages or reflects poorly on Farmstrong Scotland, the Trustee board and staff, the Programme Director or Chair of Trustees should be notified at the earliest opportunity.
- g. Contact with the press about a social media post that relates to the Charity or matters to which the Charity is concerned with should be notified to the Programme Director or Chair of Trustees at the earliest opportunity.
- h. If there is perceived misuse of social media, it should be reported to the Programme Director or The Chair Of Trustees.

3. Breaches of this policy

The following are examples of actions that are in breach of this policy. This list is not deemed to be exhaustive or complete with regards to breaches.

- a. making any social media communications that could damage Farmstrong Scotland interests or reputation, even indirectly.
- b. use of social media to defame or disparage Farmstrong Scotland, its staff, trustees and employees, office bearers, volunteers, or any third-party workers.
- c. harassment, bullying, or unlawfully discriminating against Farmstrong Scotland, its staff, trustees and employees, office bearers, volunteers, or any third-party workers.
- d. making or relaying false or misleading statements.
- e. impersonating colleagues', office bearers, volunteers, or third-party workers.
- f. expressing opinions on Farmstrong Scotland behalf via social media, unless expressly authorised to do so by either the Programme Director or the Charity's Chair of Trustee Board.
- g. Disclosing sensitive business-related topics, such as internal Farmstrong Scotland communications and discussions, or jeopardise trade secrets, confidential information, or intellectual property.
- h. Including Farmstrong Scotland logos, IP, trademarks or other marks in social media posting or in personal profiles on any social media without express permission to do so from Farmstrong Scotland.

4. Sanctions and Requirements following a breach of this policy

- a. Any potential breaches of this policy by trustees and employees will be dealt with by the Charity in line with the Charity Articles of Association, byelaws and policies.
- b. Breach of this policy may result in disciplinary action up to and including termination of trustees and employee's contract. Any individual or entity suspected of committing a breach of this policy will be required to co-operate fully with any subsequent investigation.
- c. Any potential breaches of this policy by a volunteer or a third party working on behalf of the Charity will result in a review of that working agreement/contract and may result in cessation of any such agreement.
- d. To remove upon request by Farmstrong Scotland any social media content that the Charity considers to constitute a breach of their policies. Failure to comply with such a request may result in referral to the Review Committee.

5. Review

- a. Review: This policy will be reviewed at least annually or as required, considering changes in legislation, guidance, and good practice.
- b. Monitoring: The Farmstrong Scotland will monitor the implementation and effectiveness of this policy, seeking feedback and suggestions for improvement from staff, volunteers, and third party interests

6. Policy Dissemination

This Social Media policy will be made available to all Trustees, Office Bearers, staff, volunteers, and third party interests . It will also be published on the Charity's website and communicated to relevant stakeholders as appropriate. By adhering to this Policy, all contribute to the overall well-being and positive culture sought by Farmstrong Scotland .