

Social Media Policy

1. Aim

This policy ensures that all digital communication, including social media, reflects the professional standards and humanitarian values of World Aid Network (WAN), protects the dignity and safety of beneficiaries, and complies with the Safeguarding Policy and Data Protection Policy.

2. Scope

This policy applies to all official WAN accounts and to any post by a trustee, employee, volunteer or partner that identifies them with WAN or that could reasonably be associated with the charity.

3. Authorisation and Tone

Only authorised trustees or volunteers may post on behalf of the charity. Posts must be accurate, respectful, lawful, and transparent about WAN's activities and funding. Personal opinions on contested public issues must be clearly marked as personal and not attributed to WAN.

4. Ethical Imagery and Storytelling

- Informed, recorded consent must be obtained before taking or sharing any photograph or story involving a beneficiary, in line with the Safeguarding Policy and Data Protection Policy.
- Children and adults at risk are never identified by full name, location or other identifying detail without specific safeguards.
- Images must represent the situation accurately, preserve dignity, and avoid stereotypes or "saviour" framing.
- Clinical images must avoid identifying features unless explicit, informed consent has been given.
- Consent may be withdrawn at any time; on withdrawal, content is removed from WAN-controlled platforms.

5. Safeguarding Online

Online interactions with beneficiaries, particularly children or adults at risk, must take place through official WAN channels and never through personal accounts or private direct messages. Any safeguarding concern arising online is reported to the Designated Safeguarding Lead under the Safeguarding Policy.

6. Data Security

All charity social-media accounts must use strong, unique passwords and two-factor authentication (2FA). Access lists are reviewed quarterly. Private patient or beneficiary data must never be shared on public digital platforms. Personal data breaches are handled under the Data Protection Policy.

7. Responding to Comments and Complaints

Complaints received via social media are acknowledged promptly and routed through the Complaints Policy. Abusive, defamatory or unlawful content may be removed and reported to the platform and, where appropriate, the police.

8. Review

This policy is reviewed annually by the trustees.