



Social Media Policy

Part of the BYO Media and Communications Policy Suite

Britannia Youth Organisation CIC is a Community Interest Company registered in England and Wales.
Company No. 12515346 | Registered Address: 36 St Joseph's Rd, Ward End, Birmingham, B8 2JU

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Owner	Britannia Youth Organisation CIC
Approved By	Hassan Kingsley, Governor
Cross-References	Photography and Videography Policy, Digital Safeguarding Policy, Code of Conduct Policy, Data Protection Policy

1. Introduction

Social media is one of the most effective ways to celebrate the work of Britannia Youth Organisation CIC (BYO), connect with our community, and engage young people, families, and partners. This policy provides a flexible, enabling framework for using social media safely, respectfully, and in line with UK law and our safeguarding duties.

This policy is designed to be permissive and creative in spirit, while maintaining the necessary safeguards required by data protection and child protection legislation.

Applies to: All staff, volunteers, media contractors, and any individual posting on behalf of BYO.

2. Platforms Covered

This policy applies to all official BYO accounts on:

- **Instagram** (@britannia_yo)
- **X** (formerly Twitter – @britanniayo)
- **YouTube** (Britannia Youth Organisation CIC)
- **Any future platforms** authorised by management

3. Weekly Posting Framework

Our typical publishing rhythm is as follows:

Monday: Photos from the weekend Allotment Project ?

Wednesday: Homework Club highlights and learning moments ?

Friday: End-of-week recap, sports updates, or upcoming events ?

Posts may also go out spontaneously to reflect meaningful moments, community updates, or celebrate achievements.

Withdrawal of Consent:

Participants (or their guardians) may withdraw consent at any time. Media must then be removed from future use.

4. Content Principles

We want our content to feel real, uplifting, and human. The following are guiding principles, not rigid rules:

Yes to:

- Group and individual photos (where we have general or specific consent)
- Quotes, names, and moments that honour young people (with permission)
- Capturing joy, effort, learning, and community spirit
- Informal, candid moments – not everything needs to be staged
- Uplifting stories and participant achievements

Avoid:

- Images taken in changing rooms, toilets, or private residences
- Content that could embarrass, distress, or single out someone unfairly
- Sharing names or details without permission
- Tagging under-18s without consent
- Personal or off-topic content unrelated to BYO's work

When in doubt: pause, consult a colleague, or check with the DSL.

5. Tone and Style

Our tone is warm, respectful, and informal. We aim to:

Sound human, not corporate

Celebrate people, not just programmes

Use emojis and hashtags to enhance tone (e.g. #BYOAllotment, #YouthInBloom)

Write as if we're talking to real parents, supporters, and young people

Avoid:

Sarcasm or mockery

Passive-aggressive or argumentative replies

Overuse of jargon or generic language

6. Images and Consent

- Images where individuals are clearly identifiable are considered **personal data**.
- **General group images** with no focus on one child are fine under legitimate interest, especially where there is prior general consent.
- **We obtain explicit consent** for close-up portraits, named features, interviews, and thumbnails.
- **Use BYO devices** or drives where possible; if using personal devices, ensure content is transferred promptly to secure storage.

7. Account Management

- **Only designated staff/volunteers** may post to official BYO accounts
- **Passwords must be stored securely** and not shared
- **Use two-factor authentication** where available
- **Do not message young people privately** via official accounts — use group communication or public replies only
- **Content planning** can be spontaneous or scheduled — we trust team discretion

8. YouTube and Video

- **Avoid using** identifiable faces in thumbnails unless consented
- **No real names** in titles or video descriptions unless permission is given
- **Comments** should be turned off for videos featuring minors
- **All video content** must be approved by a lead worker before publication

9. Responding to Comments and Concerns

- **Engage with** the public politely and positively
- **If someone raises** a safeguarding concern, refer to the DSL — don't try to resolve it online
- **Screenshot any** concerning comments before removing them
- **We do not engage** in online arguments — remove, block, or report if needed

10. Review and Update

This policy is reviewed annually, or in response to changes in legislation, safeguarding practice, or platform standards. Staff are encouraged to suggest updates to ensure the policy remains realistic, creative, and protective.

Document Control:

- This policy forms part of BYO's comprehensive safeguarding framework
- All staff receive training on digital safeguarding as part of broader safeguarding training
- Regular reviews ensure the policy remains current with technological developments

Reviewed by:



Hassan Kingsley

Date: 30/06/2026

Next Review Date: 01/07/2027

This policy forms part of BYO's commitment to safeguarding and should be read alongside our complete Safeguarding Framework.

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