



Social media policy

Redbridge Foodbank

Contents

Introduction.....3

Purpose of Policy.....3

Use of Personal Social Media Account4

Use of Social Media within a Job Role5

Additional Support7

Introduction

What is social media?

Social media networks are web-based communication platforms which allow users and organisations to interact online. Methods of interaction vary from platform to platform, and can include the sharing of images, videos, text and direct messaging. Social media networks include, but are not limited to; Facebook, Instagram, X(Twitter), TikTok, LinkedIn, Threads, Bluesky, YouTube, Snapchat, Pinterest, and personal blogs.

Why do we use social media?

Social media is a powerful tool to engage with our audiences at Redbridge Foodbank. It's a great place to share content that inspires, engages and informs to create a community of followers ready to act in support of our cause. As an employee or volunteer for Redbridge Foodbank, you can share our story by telling people about the great work we do.

This policy ensures all employees and volunteers at Redbridge Foodbank use social media effectively and responsibly, in a way that supports and protects our reputation.

Purpose of Policy

This social media policy is for Redbridge Foodbank. This policy has the following purpose:

- To help protect Redbridge Foodbank against potential liability and reputational damage.
- To give employees and volunteers clear guidance on how to behave on social media, and what information can and cannot be shared.
- To comply with the law on discrimination, data protection, and protecting the health of employees and volunteers.

This policy outlines guidance on policy, conduct, and using social media responsibly but doesn't give tips on how to manage social media channels. For guidance on how to get the most out of your platforms, please see the resources on Trussell's Digital Hub:
hub.foodbank.org.uk/engaging-your-community/social-media/

Use of Personal Social Media Accounts

Personal social media use by employees and volunteers can sometimes be attributed to or bring risks for Redbridge Foodbank, Trussell, or individual employees or volunteers. This policy does not intend to inhibit personal use of social media, but instead flags up areas in which risks or conflicts might arise. All staff and volunteers are expected to behave appropriately, and in ways that are considerate of the values and policies held by Redbridge Foodbank.

1. Personal use of social media must be reasonable and inappropriate use of social media will not be tolerated. Employees and volunteers may use personal social media for food-bank related activities, but it must not interfere with work duties. Use of social media for purposes outside the food bank must be contained to break times. Use of social media during work hours must comply with policies and procedures.
2. You should not upload photos to your social media profiles of yourself or any other employee/volunteer taken in a work environment or in uniform without appropriate consent of anyone in the photographs. If anyone under the age of 18 is in the photo(s), you must have permission from their parent/guardian.
3. You must not use the Redbridge Foodbank, Trussell, or associated logos or branding on your personal social media channels or profiles. It must be clear from your personal profile that you are an employee or volunteer and are sharing content in a personal capacity and are not an official representative of Redbridge Foodbank.
4. Negative, defamatory, intimidating, hostile, offensive or degrading comments about Redbridge Foodbank, Trussell, the food banks in its community, employees, volunteers, partners or members of the public will not be tolerated.
5. You should not post comments about Redbridge Foodbank which compromise brand reputation, either directly or by association.
6. Employees and volunteers should be aware of crossing personal boundaries and must not message, follow, like, friend or interact with people needing to access Redbridge Foodbank (or any other food banks) via your personal social media accounts. Interacting with Redbridge Foodbank, Trussell and other food bank accounts is permitted.
7. You must not share or speculate on confidential information related to Redbridge Foodbank, Trussell and its community of food banks. Your behaviour and use of social media must comply with UK GDPR and other organisational safeguarding and privacy policies.

8. You must not speculate on political affairs and policies related to Redbridge Foodbank if you state anywhere in your profile that you work there, even if you state that your views are your own.
9. Redbridge Foodbank reserves the right to ask you to delete any post/comment or other content on social media which does not comply with this or any other organisational policy.

Use of Social Media within a Job Role

Where roles are required to use social media as part of a job role and use an official Redbridge Foodbank account, all activity and content must align with our values, and a professional and positive approach should be used at all times.

This policy outlines guidance on using social media responsibly but doesn't give tips on how to manage social media channels. For this guidance, please see the resources on the Trussell Digital Hub.

Access and Security

Only authorised employees and volunteers at Redbridge Foodbank may post on official accounts. Creating new profiles or campaigns may need approval by Project Manager and designated social media lead staff.

Social media accounts should be protected by a strong password and shared only with authorised users or volunteers. If you leave or change roles, you must hand over ownership of the account/profile you manage to another appropriate employee or volunteer.

Privacy and Data Protection

You should not upload photos, videos or written content to Redbridge Foodbank's social media accounts of volunteers, partners, people needing to access your food bank, supporters or members of the public, without appropriate consent. If anyone under the age of 18 is in the photo(s), you must have permission from their parent/guardian.

Employees and volunteers should never share personal and identifiable details about people needing to access Redbridge Foodbank, volunteers, supporters, donors, or other employees on Redbridge Foodbank's accounts.

You must not share or speculate on confidential information about Redbridge Foodbank, Trussell, partners or another organisation. Your behaviour and use of social media must comply with UK GDPR and other organisational safeguarding and privacy policies.

Using Channels - Appropriate Conduct

All activity and content posted to Redbridge Foodbank accounts must align with our values, and a professional and appropriate approach should be used at all times.

You should not:

- Insult, harass, bully or intimidate individuals or organisations.
- Post comments or any form of content (including videos, photographs, and written content) which include any of the following: racism, sexism, hate speech, religious slurs, profanity, pornography, scams, gambling, or could reasonably offend someone on the basis of race and nationality, age, sex, religious or political beliefs, sexual orientation, disability, or any other characteristics protected by law.
- Post comments about Redbridge Foodbank, which compromise brand reputation either directly or by association.
- Knowingly share false or misleading content.
- Use Redbridge Foodbank's accounts for illegal or criminal activities.
- Use Redbridge Foodbank's accounts to discuss personal, private or confidential issues.

Employees and volunteers must not share any content (that includes comments/replies, or photos, videos or written content) which endorses or criticises any political parties. Where appropriate, you can talk about policies that impact our work and people needing to use food banks, but it is important that you are always politically neutral. If you are ever unsure, please contact Project Manager, Volunteer Coordinator or Fundraiser.

Copyright

Employees and volunteers must abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988, when representing Redbridge Foodbank.

Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

More information can be found here: [How copyright protects your work: Overview - GOV.UK](#)

Additional Support

If you need any support with this policy, please contact jocelyn@redbridgefoodbank.org.

For any support with managing social media channels, please check the Trussell Digital Hub for training, guidance and resources. These can be found here:
hub.foodbank.org.uk/engaging-your-community/social-media/

For any additional support with social media contact socialmedia@trussell.org.uk

Signed by:

Diane Gordon

B064B465710B4E3...

Position: Chair

Date: 9/9/2026

TT Last Updated: 22/01/2026
Next RFB review: Sept 2027