

**The Knapp Foundation**  
Registered Charity Number: 1200294

**Social Media Policy**

1. The guidelines set out in this policy apply to all social media accounts run by the Knapp Foundation. The policy is subject to review every three years or to reflect changes in legislation or in the light of experience.
2. Social media is a very public way in which the Foundation may choose to communicate with its beneficiaries, stakeholders, funders and the general public. It is immediate, interactive, conversational and open-ended. The attendant advantages can quickly become disadvantages if users do not apply the same common sense, kindness and sound judgement that they would use in a face-to-face encounter.
3. By engaging with the any Foundation social media accounts, you agree to:
  - **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, ask one of the Trustees.
  - **Be respectful.** Do not post or share content that is sexually explicit, inflammatory, hateful, abusive, threatening or otherwise disrespectful.
  - **Be kind.** Treat others as you would wish to be treated. If you have a criticism or critique to make, consider not just whether you would say it in person, but the tone you would use.
  - **Be honest.** Don't mislead people about who you are.
  - **Take responsibility.** You are accountable for the things you do, say and write. Shared text and images can be public and permanent, even if privacy settings are used. If you are not sure, don't post it.
  - **Be a good ambassador.** Personal and professional life can easily become blurred online, so think before you post.
  - **Disagree well.** Some conversations can involve robust disagreement and it is important to apply our values to the way we express our views.
  - **Credit others.** Acknowledge the work of others. Respect copyright and always give credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering expanding.
  - **Follow the rules.** Abide by the terms and conditions of the various social media platforms. If you see a comment that you believe breaks these policies, then please report it to the relevant company.
4. The Trustees may take action if they receive complaints or become aware of inappropriate, unsuitable or offensive material posted on the Foundation's social media accounts. This action may include deleting comments, blocking users or reporting comments as appropriate.

Adopted by a meeting of the Trustees on 1st February 2023