

## SOCIAL MEDIA POLICY

v1.0 (last updated Jun-25)

### Introduction

At Sunshine Coast Breastfeeding Support, social media plays an important role in how we engage with the community, share information, raise awareness, and promote our services. This policy sets out how social media should be used responsibly and appropriately by anyone representing or associated with the charity, including trustees, volunteers, peer supporters, and any individuals acting on behalf of the charity. It also applies to any personal social media activity where an individual may be identified as connected to the charity.

### Use of Official Social Media Accounts

The charity's official social media accounts will only be managed by authorised individuals who have been given access by the trustees. These individuals are responsible for ensuring that content shared is accurate, respectful, inclusive, and consistent with the charity's values and safeguarding standards.

All posts must protect the confidentiality of the mothers, families, and individuals who use our services. No personal or identifying information should ever be shared without prior, written consent.

### Personal Use of Social Media

Individuals who are involved with the charity are welcome to use personal social media accounts but should remain mindful of their association with the charity. When discussing topics related to breastfeeding, parenting, or charity work, individuals must:

- Make it clear when views expressed are personal and not on behalf of the charity.
- Avoid sharing confidential information or any information gained through their role within the charity.
- Refrain from posting content that could bring the charity into disrepute, including offensive, discriminatory, or harmful material.



## Safeguarding and Confidentiality

Safeguarding remains a priority at all times. No photographs, videos, or personal information of mothers, babies, or families involved in our services should be posted online without their informed consent. This includes any content shared within private or closed groups representing the charity. All social media activity must comply with our Safeguarding Policy to ensure the protection and privacy of those we support.

Any concerns about safeguarding or inappropriate content on social media should be reported immediately to the trustees.

## Respectful Communication

All social media content and engagement should reflect the charity's inclusive and supportive ethos. We will not tolerate bullying, harassment, or any form of discrimination on our platforms. Discussions should remain kind, respectful, and non-judgmental, even where opinions differ.

## Changes to This Policy

We may update this policy from time to time to reflect changes in the law or our practices. The latest version will always be published on our website and dated clearly at the top of the page.

## How to Get in Touch With Us

If you have any questions about this Policy or how we handle your data, please contact us by email at [info@sunshinecoastbreastfeedingsupport.com](mailto:info@sunshinecoastbreastfeedingsupport.com).