



ACTION FOR CHANGE & EMPOWERMENT (A.C.E)

SOCIAL MEDIA GUIDELINES POLICY

1. Introduction

1.1. At Action for Change & Empowerment (A.C.E.), we understand the power and influence of social media as a tool for advocacy, engagement, and communication. This policy sets out clear guidelines for the use of social media by employees, volunteers, and trustees to ensure that our social media presence reflects our values, supports our mission, and maintains a positive and professional image. It also ensures that Action for Change & Empowerment (A.C.E.) employees and staff understand their responsibilities when using social media.

2. Purpose

The purpose of this policy is to:

- Provide a framework for the responsible use of social media by individuals associated with Action for Change & Empowerment (A.C.E.)
- Ensure consistency and professionalism in the content shared across social media platforms.
- Protect the reputation of the organization and prevent the misuse of social media.
- Encourage responsible and respectful engagement online.

3. Scope

This policy applies to all employees, volunteers, trustees, and any other individuals representing Action for Change & Empowerment on social media platforms. It includes both official and personal use of social media when interacting in a way that could be associated with the organization.

website: www.acegiving.org
Instagram: [ace_giving](https://www.instagram.com/ace_giving)
Facebook: [ace_giving](https://www.facebook.com/ace_giving)
YouTube: [ace_giving](https://www.youtube.com/ace_giving)

Action for Change & Empowerment (A.C.E)
10, Balfe Street, London, N1 9EG
Company Limited by Guarantee.
Registered in England & Wales.
Company number 07708601



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4. Guidelines for Social Media Use

(a) Content Guidelines

- **Relevance:** All content shared should be relevant to Action for Change & Empowerment's (A.C.E.) mission, vision, and values. It should aim to inform, engage, and inspire others to support our cause.
- **Accuracy:** Ensure that all information shared is accurate and reflects our work. Fact-check before posting to avoid misinformation.
- **Tone and Language:** Maintain a professional, respectful, and inclusive tone when posting. Avoid offensive, discriminatory, or inflammatory language.
- **Branding:** Ensure that any posts made by individuals or the organization maintain consistent use of branding, including logo, color scheme, and messaging.
- **Visual Content:** Only use images, videos, or graphics that you have permission to use, are relevant to the content, and align with our values. Always credit sources appropriately.

(b) Personal Social Media Accounts

- **Separation from Work:** Clearly distinguish between personal and professional accounts. When representing A.C.E. on personal accounts, indicate your role and ensure the content aligns with the organization's mission.
- **Respect for Privacy:** Do not post or share any personal or confidential information about beneficiaries, clients, employees, or volunteers without their consent.
- **Respect and Kindness:** If engaging with our organization's social media content or discussions, maintain a respectful tone and be mindful of your language. Avoid arguing or engaging in negative debates.
- **Negative Comments:** If you receive or encounter negative or inappropriate comments online, do not respond impulsively. Report them to the Social Media Manager or relevant authority within the organization.

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(c) Official Social Media Accounts

- **Approval Process:** Content for official social media accounts should be approved by the Senior Responsible Owner (SRO) / Director before being published.
- **Engagement:** Engage with followers in a timely and professional manner. Acknowledge positive comments and feedback, and handle negative comments with professionalism.
- **Regular Monitoring:** Regularly monitor social media accounts to ensure that interactions are positive and that content remains relevant and on-brand.
- **Hashtags and Tags:** Use appropriate hashtags, mentions, and geotags that align with our messaging and increase visibility. Avoid using irrelevant or overly promotional hashtags.

(d) Confidentiality and Privacy

- **Confidential Information:** Never share any confidential or sensitive information about the organization, staff, volunteers, donors, or beneficiaries unless it has been explicitly authorized for public sharing.
- **Data Protection:** Ensure that posts comply with data protection laws, especially when sharing information or images involving people. Obtain consent before posting photos or personal information about individuals.

(e) Promotion and Endorsement

- **External Content:** When promoting external organizations, brands, or services, ensure they align with A.C.E.'s values and mission. Avoid endorsing products or services that could conflict with the organization's values.
- **Transparency:** Always disclose when promoting paid content, sponsorships, or collaborations. Be transparent about relationships with any external parties.

5. Use of Social Media for Advocacy

- **Consistency with Mission:** Ensure that any advocacy or fundraising efforts on social media are aligned with A.C.E.'s goals and strategy.
- **Call to Action:** When posting content that calls for action (e.g., donations, petitions, event participation), provide clear instructions on how followers can get involved.

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- **Respectful Engagement:** Engage with the public in a manner that invites constructive conversations and contributions to the cause. Avoid confrontational or divisive tactics.

6. Responding to Criticism

- **Professionalism:** If responding to negative comments or criticism, remain calm and professional. Never engage in personal attacks or unprofessional behavior.
- **Escalation:** If a situation arises that cannot be resolved at the social media level, escalate the issue to the appropriate department or team within the organization.

7. Legal Considerations

- **Copyright:** Ensure that all content shared, including images, videos, and text, respects copyright laws. Obtain permission for any third-party content before posting.
- **Defamation:** Avoid making defamatory statements about individuals, groups, or organizations. Ensure that any critique is fair, accurate, and respectful.
- **Intellectual Property:** Respect the intellectual property of others, including trademarks, logos, and branded content.

8. Monitoring and Enforcement

- **Compliance:** All individuals representing A.C.E. on social media are expected to comply with these guidelines.
- **Review and Feedback:** The Social Media Manager will regularly review social media accounts and posts for compliance with these guidelines.
- **Consequences for Misuse:** Failure to adhere to these guidelines may result in disciplinary action, including removal from the organization's social media accounts or termination of the volunteer or staff role.

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- Feedback from users of social media will be collected annually to inform policy updates.

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ACTION FOR CHANGE & EMPOWERMENT (A.C.E)

Policy Owner: Board of Trustees / Directors

Policy Lead: Director / Senior Responsible Owner (SRO)

Audience: Employees, Trustees, and Volunteers

Formally Endorsed By: Board of Trustees / Directors / Coordinating Committee

Last Reviewed: 01/09/2025

Next Review: 31/08/2026

Bola Obanubi

Director, A.C.E NGO

Action for Change & Empowerment (A.C.E NGO)

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