



# Social Media Policy

# HOPE for Epilepsy

## Social Media Policy

### Purpose of this Policy

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HOPE for Epilepsy (also referred to in this document as 'us', 'we', and 'the charity') uses a number of social media channels as detailed below. This social media policy sets out our commitment to use these channels in a responsible way that reflects our charitable purposes. This policy was created/reviewed alongside guidance set out by the Charity Commission.

### What is Social Media?

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Social media is the term given to web-based tools and applications that enable users to create and share content (words, images, and video content), and network with each other through the sharing of information, opinions, knowledge, and common interests. Examples of social media include Facebook, X (formally known as Twitter), LinkedIn, and Instagram.

### Why do we use social media?

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Social media is an essential part of communicating HOPE for Epilepsy's work. Some of our trustees/advisors/volunteers need to participate in social media to engage with our audience, participate in relevant conversations, and raise the profile of HOPE for Epilepsy's work.

### Why do we need a social media policy?

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The difference between a personal and professional opinion can be blurred on social media, particularly if you are discussing issues relating to HOPE for Epilepsy's work. While we encourage the use of social media, we ensure that all trustees/advisors/volunteers have sight of this policy and knowledge of its contents. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

### Setting out the social media policy.

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This policy sets out guidelines on how social media should be used to support the delivery and promotion of HOPE for Epilepsy, and the use of social media by trustees/advisors/volunteers in connection with the charity and their personal use.



It sets out what to be aware of while interacting in these spaces and is designed to help and expand HOPE for Epilepsy's official social media channels while protecting the charity and its reputation and preventing any legal issues.

## What social media channels do we use?

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HOPE for Epilepsy uses the following social media channels:

- Facebook: @HopePaediatricEpilepsyLondon
- Instagram: @HopeforEpilepsyLondon
- X (formerly Twitter): @HopeEpilepsy
- LinkedIn: linkedin.com/company/hope-for-epilepsy

## Using HOPE for Epilepsy's social media channels: appropriate conduct

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There are dedicated trustees/advisors/volunteers who access these accounts and post on these channels. While other members of the team can help create content, these people are responsible for checking and posting content, ensuring their relevance to our charitable purposes. It is also these people who can delete potentially harmful content/comments, although anyone may raise a potential issue when seen/known.

HOPE for Epilepsy ensures that we do not post content or information about anyone without their express permission. We have consent forms for this and for posting images, especially those of children and young people.

HOPE for Epilepsy takes steps to ensure the factual nature of the information is accurate. All relevant rights for using footage are checked before posting.

HOPE for Epilepsy will not post content that is in breach of the law, is inconsistent with our charitable purpose, or is not in HOPE for Epilepsy's best interests.

HOPE for Epilepsy is not a political or religious organisation and does not seek to influence others in this respect through any of our postings. We always seek and follow general medical advice concerning epilepsy and do not express personal opinions on any of these matters.

The nature of social media shares with it the risk of issues escalating in a quick fashion. All those involved in HOPE for Epilepsy are encouraged to be open with anything they see on social media that may be detrimental to our charity or those within it and to report those concerns to a member of the trustees.

## Use of personal social media accounts - appropriate conduct in relation to HOPE for Epilepsy

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This policy DOES NOT seek to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. If posting on any issues that HOPE for Epilepsy

has an interest in, or is relevant to our aims/objectives please follow our position of neutrality and be aware that people may confuse personal opinion with that of the charity.

## Further guidelines and definitions

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### Libel

Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether people connected to our charity are posting content on social media as part of their role at HOPE for Epilepsy or in a personal capacity, they should not bring HOPE for Epilepsy into disrepute by making defamatory comments about individuals or other organisations or groups.

### Copyright law

All Trustees/Advisors/Volunteers must abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource without citation, where permission has been given to reproduce content is also considered a breach of copyright.

### Confidentiality

Any communications that trustees/advisors/volunteers make in a personal capacity must not breach confidentiality. Please refer to HOPE for Epilepsy's Confidentiality Policy for details.

### Discrimination and harassment

Trustees/advisors/volunteers should not post content that could be considered discriminatory against, or bullying or harassment of, any individual on an official or personal account.

For example:

- Making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion, or belief.
- Using social media to bully another individual
- Posting images that are discriminatory or offensive or links to such content

### Protection and intervention

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of intervention in different areas. For more information, refer to the guidance available on the social networking site itself. However, if a trustee/advisor/volunteer considers that a person/people is/are at risk of harm, they should report this to another trustee immediately.

## Under 18's and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from being targets for online grooming.

When communicating with young people under 18 years old or with vulnerable adults, care should be taken in terms of maintaining boundaries and appropriate methods of communicating and language used. Please refer to HOPE for Epilepsy's Safeguarding Policy.

## Responsibilities and breach of the policy

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of HOPE for Epilepsy is not a right but an opportunity, so it must be treated seriously and with respect.

If anyone receives abusive comments regarding themselves personally or in connection with HOPE for Epilepsy, they are urged through this policy to contact a member of the trustees. Support will be offered and if necessary, any concerns raised with the social network themselves, or if of a more threatening nature the police.

In the event of a social media crisis, all future plans for posting on all social media channels shall be urgently reviewed. Again, if necessary, concerns will be raised with the social network platform, the police, or if a serious incident warrants it the Charity Commission or other relevant regulators. These decisions will be made by an officer of the Trustee Board.

Date	Action	By whom
September 2023	Created, using guidance from the Charity Commission	Louise Miller (Trustee, Secretary)
September 2023	Reviewed and checked	Dr Nadine Gurr (Chair of Trustees)
October 2024	Name change from HOPE for Paediatric Epilepsy: London to HOPE for Epilepsy following rebrand	Louise Miller (Trustee, Secretary)
	Updated social media handles	



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General editing

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*October 2025*

*Date of next review - or  
sooner if  
legislative/regulatory  
changes*

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