



Council
8 February 2024
Social Media Policy

Classification	Public
Purpose	For decision
Issue	We have updated our social media policy to bring it into line with new Charity Commission guidelines: Charities and Social Media .
Recommendation	To agree the Social Media Policy subject to a final compliance check.
Financial and resourcing implications	There are no budgetary implications.
Equality and diversity implications	The policy supports GOsC in being an inclusive regulator, ensuring that all employees and all members of the non-executive know what is expected when planning, creating, posting, sharing, and engaging with GOsC's social media channels in accordance with legislative requirements and good practice.
Communications implications	We will publish the policy on our website, and add to the Governance Handbook and the Staff Handbook. We will highlight the new policy to staff and members of the non-executive.
Annex	A. Draft GOsC Social Media Policy B. Checklist demonstrating compliance with key components of the Charity Commission Guidelines.
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Key messages from paper:

- The Charity Commission published [new guidelines for social media](#) in 2023, following consultation earlier in the year. As a charity, the GOsC needs to comply with these guidelines.
- We have updated our social media policy to bring it into line with the Charity Commission guidelines.

Background

1. As mentioned by the Chief Executive at the November Council meeting, the Charity Commission published [new guidelines for social media](#) in 2023, following consultation earlier in the year. As a charity, the GOsC needs to comply with these guidelines.
2. The new guidelines will replace the existing social media policy (and related documents) on the GOsC website: [GOsC social media policy](#)
3. There is currently no internal social media policy for staff or non-executive members, although it is implied that staff adhere to the GOsC social media policy.

Discussion

2. We have updated our social media policy to bring it into line with the Charity Commission guidelines: [Charities and Social Media](#). We have also taken this opportunity to ensure it includes all our social media channels, and is made more robust and explicit so staff and non-executive members are clear about what is expected of them when posting online.
3. The policy will be overseen by the Chief Executive.
4. The policy will be disseminated internally with all staff and Council and Committee members, and be made available publicly.
5. The updated social media policy makes clear:
 - who has ownership of the policy
 - how often the policy will be reviewed
 - who has oversight of the GOsC social media channels
 - expected social media conduct of GOsC staff and council and committee members

6. The policy also helps explain:

- how we will engage with the public on social media, for example our rules on moderating comments on GOsC posts.
- who is responsible for the day-to-day management of our social media accounts and process, and who needs to be involved, if things go wrong. This includes who needs to be informed and when if issue arises.
- how we use social media to help deliver our vision and values.
- procedures on what happens if there is a breach of the policy or if the content we post poses a risk to our reputation.

7. The Charity Commission checklist outlined at Annex B has been completed to show where each requirement from the [Charities and Social Media](#) guidelines is dealt with in our draft policy.

8. Prior to publication, we will undertake a final check to ensure compliance and consistency with all our associated policies and obligations.

Recommendation: To agree the Social Media Policy subject to a final compliance check.