

# Eastbourne Dementia Action Alliance

Charity No. 1177692

## Social Media Policy

### Introduction

This note describes the principles which guide the EDAA's use of social media. It has been drawn up and agreed by EDAA members to ensure our social media channels are used effectively and ethically (in accordance with the Charity Commission's public benefit guidance) while protecting the Charity and its reputation. It is also intended to provide greater transparency about their use for the benefit of charter partners and other organisations seeking to share information about their own dementia inclusive events and initiatives.

### Overall Purpose

While the primary purpose of the EDAA's social media channels is to support the delivery and promotion of our goals, they are also used for sharing information where this is consistent with our policy and values. The guiding principles, and how these are applied in practice, are set out below.

### Content

Content will be focussed on:

- raising awareness of publicly funded support services and entitlements available to members of the dementia community;
- the work of the Eastbourne Dementia Action Alliance, including Sea DEEP;
- national or local news stories likely to be of interest to the dementia community;
- events and initiatives arranged by organisations for the benefit and support of members of the local dementia community, and which are in line with with the EDAA's values and goals.

### Scheduling

It is important that we do not overload our social media feed and that we have a clear scope and regularity as to what we post and when we post it. We are also mindful of the need to safeguard the Charity against damage to its reputation and the potential legal issues around public benefit rules which could arise if our social media channels were to appear to be too closely identified with any individual commercial organisations.

We aim, therefore, to distribute and schedule posts with a view to providing a balanced mix of content as set out above, and in a way that ensures there can be no suggestion of favouritism or personal preference. Unless there is good reason to do otherwise (see below) we try not to post more than once a day on any topic, and to restrict posting about events and initiatives run by our partners and other local organisations to two days per week, or the equivalent thereof over the course of a month. This is to ensure the EDAA is able to post at least once each week (or the monthly equivalent) about its own activities or those of Sea DEEP, and that there is also room in the schedule for posting with the same frequency in relation to the other topics mentioned above.

Charter partners should not, therefore, expect all their messages to be posted. They can, however, be assured these will be scheduled fairly in comparison to posts relating to other organisations.

## Implementation and Quality Assurance

Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed by EDAA Trustees. It will be reviewed annually by EDAA Trustees, sooner if legislation, best practice, or other circumstances indicate this is necessary. All aspects of the Policy shall be open to review at any time.

Latest draft version: 12th April 2021

Final version: 16th April 2021

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