



The National Vegetable Society

Registered Charity 1088979



SOCIAL MEDIA POLICY

Revision 1

Overview

This Social Media Policy provides guidance for Members, volunteers, trustees, and affiliates of the National Vegetable Society (NVS) when using social media, whether representing the organisation or in a personal capacity. The aim is to foster responsible, respectful, and effective use of social media and forum sites, ensuring that all online activity upholds the reputation, values, objectives, rules and guidelines of NVS.

Social media offers powerful opportunities to connect with communities, promote vegetable growing, and support NVS's mission. However, it also presents risks, including potential reputational, legal, or security issues. This policy outlines acceptable standards of behaviour and communication, helping everyone involved protect themselves and the Society.

1. Scope and Application

This policy applies to all NVS members, volunteers, trustees, and affiliates, regardless of whether social media is accessed via NVS-owned or personal devices/accounts. It covers all online platforms, including but not limited to Facebook (private and public groups), Twitter, Instagram, LinkedIn, blogs, and forums. Members are expected to familiarise themselves with and adhere to this policy before engaging in any NVS-related social media activity.

2. Key Principles

- **Be respectful and professional:** Always communicate politely and professionally. Do not post content that may be viewed as offensive, discriminatory, or harmful to others.
- **Represent NVS accurately:** When posting on behalf of NVS, ensure information is accurate and aligned with official messaging. Do not disclose confidential, sensitive, or proprietary information.
- **Maintain boundaries:** Make a clear distinction between personal opinions and official NVS statements. If discussing NVS-related matters from a personal account, clarify that views are your own.
- **Protect reputation:** Avoid any activity that could bring NVS into disrepute. Consider the potential impact of your posts on the Society, its members, and the wider community.
- **Follow the law:** Comply with all relevant legislation, including copyright, data protection, and safeguarding requirements.

3. Roles and Responsibilities

The social media Officer is responsible for reviewing this policy once a year, or sooner if there are significant changes. The policy must be approved by the trustees and reviewed annually, unless a significant change requires the organisation to check the policy before the next review date. All will be notified of updates.

The Social Media Officer is responsible for day-to-day content publishing and ongoing monitoring and management of NVS social media channels; they are also the first point of contact for social media questions from stakeholders.

4. Guidance for Personal Use

- When referencing NVS or discussing related topics on personal accounts, make it clear that your views are your own.
- Refrain from sharing confidential or sensitive information obtained through your association with NVS.
- Do not use the NVS logo or branding without authorisation.

5. Breaches of Policy

Any breach of this policy may result in disciplinary action, which could include removal of social media privileges, termination of volunteer status, or further action as appropriate. If you witness or become aware of a potential breach, report it promptly to the Social Media Officer.

6. Support and Training

NVS provides guidance and training on effective and responsible social media use. For questions or support, contact the Social Media Officer.

This policy will be reviewed annually and updated as necessary to reflect changes in best practice, legislation, or organisational needs.

7. Purpose of this Policy

Since September 2023, the UK's Charity Commission (England and Wales) has required charities to maintain a social media policy. This policy sets out the NVS's expectations when you are using social media. It is based on best practice guidance for charities and aims to ensure that all NVS members, volunteers, trustees and affiliates using social media represent and reflect the NVS in the best way possible. Social media is a rapidly evolving online environment where nuance and context can be easily misunderstood. While it offers opportunities to reach a wider audience and promote our mission of encouraging vegetable growing, it also presents risks. We want to mitigate those risks—such as reputational or legal issues—to protect our members, volunteers, trustees and affiliate and volunteers, work and reputation.

The NVS's social media policy is designed to help you support and expand our official social media channels, while also protecting you, the charity's work and reputation, and preventing any legal

issues. The distinction between personal and professional opinions can often be blurred on social media, especially when discussing matters related to NVS's activities. We encourage the use of social media to share your enthusiasm for vegetable growing, but we require everyone to observe the standards outlined in this policy. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for NVS members, volunteers, trustees and affiliates and applies to content posted on NVS device/account. Before engaging in related social media activity, all must read this policy.

Version Control - Approval and Review

This policy will be reviewed annually and/or following an incident, change in legislation, or other significant factors. It will also be reviewed as part of any safeguarding incident investigation, to test that it has been complied with and to see if any improvements might realistically be made to it.

Revision No.	Approval Date	Main Changes
1	7 th July 2026	Initial Release