

Tackle the Mindset – Social Media & Communications Policy



1. Policy Statement

Tackle the Mindset recognises the power of social media and digital communication in promoting our mission, engaging with the community, and celebrating success. We are committed to using these tools responsibly, safely, and in line with our values of discipline, respect, and ambition.

2. Purpose

This policy outlines how we manage communication across social media, email, messaging platforms, and our website. It ensures that all interactions are appropriate, respectful, and safeguard the wellbeing of young people and staff.

3. Scope

This policy applies to all staff, volunteers, and representatives of Tackle the Mindset, as well as any third parties acting on our behalf. It covers all forms of digital communication, including:

- Social media platforms (e.g. Facebook, Instagram, X, LinkedIn)
- Email and messaging apps
- Website content and blog posts
- Photos, videos, and livestreams

4. Principles of Communication

All communication must:

- Reflect our core values and professional standards
- Be inclusive, respectful, and free from discrimination or offensive content
- Protect the privacy and dignity of participants
- Avoid sharing confidential or sensitive information
- Be transparent and clearly represent Tackle the Mindset

5. Use of Social Media

- Only authorised staff may post on official Tackle the Mindset accounts
- Personal accounts must not be used to represent the organisation without permission
- Staff must not accept friend or follow requests from participants under 18
- Comments or posts that could damage the reputation of the organisation are prohibited
- All content must be appropriate for a youth and family audience

6. Photos and Videos

- Consent must be obtained from parents/carers before sharing images of participants
- Images must not include identifying details (e.g. full names, school uniforms) unless consented
- Photos should portray participants positively and respectfully
- Livestreaming is only permitted with prior approval and safeguarding measures in place

7. Communication with Young People

- All communication with participants must be professional and through approved channels
- One-to-one messaging with under-18s is not permitted unless part of a safeguarding protocol
- Group messages (e.g. for session reminders) must include a parent/carers or be sent via school/club contacts
- Staff must not engage in private conversations with participants on social media

8. Website and Email

- Website content must be accurate, inclusive, and regularly updated
- Email communication must be clear, respectful, and used for professional purposes only
- Marketing emails must comply with GDPR and include an opt-out option

9. Monitoring and Moderation

- Social media accounts are monitored regularly to ensure compliance
- Inappropriate comments or messages will be removed and reported if necessary
- Concerns about online behaviour should be reported to the Designated Safeguarding Lead

10. Breaches of Policy

Any breach of this policy may result in disciplinary action, including removal from sessions or termination of contracts. Serious breaches may be referred to external authorities.

11. Review

This policy is reviewed annually or following any significant incident or change in legislation.

12. Contact

- Communications Lead: Kyle Lund
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