



## SOCIAL MEDIA POLICY

- 1.1 We recognise that the internet provides unique opportunities to participate in interactive discussions, promote sport and share information on particular topics using a wide variety of social media including social networking sites such as Instagram, Facebook, X, LinkedIn, as well as wikis, blogs and video and image-sharing websites such as YouTube and Flickr. We require you to maintain an appropriate and clear distinction between use of such media for the performance of your volunteering role/promotion of your sport and your own personal use.
- 1.2 We also understand that you may wish to use your own computer or devices to access social media websites in a personal capacity. Although you will not be acting on behalf of the Fund in doing so, you must be aware you can cause damage to your sport and the Fund if you are identified as being connected to us.
- 1.3 Where you are encouraged by your RAF Sport Association to make reasonable and appropriate use of social media platforms as part of your volunteering role, you must be aware at all times that in doing so you are representing your sport, the RAF and the Fund and you should comply with the guidelines and recommendations set out below which apply to professional and personal use.
- 1.4 If you are intending to use any social networking site you should review the site's privacy settings which enable you to control and put restrictions on who is able to access your information. You should also ensure that you set appropriate privacy settings on any social media websites you access, whether you are doing so in a personal or a volunteering capacity. However, adopting privacy settings does not necessarily mean that information you post on social media will be protected. You should be aware that postings or comments which you intend and which may start as private between you and one other, can easily become public and widely known.
- 1.5 You must ensure that you are familiar with and follow the guidelines and recommendations for using social media responsibly and safely whether in a work, volunteering or personal capacity:
  - 1.5.1 In relation to protecting reputation:
    - (a) You must not post disparaging or defamatory statements about:
      - (i) your RAF Sport Association, the RAF or the Fund;
      - (ii) your RAF Sport Association members or our beneficiaries;
      - (iii) your RAF Sport Association suppliers and vendors or ours; and
      - (iv) other affiliates and stakeholders,but you should also avoid social media communications that might be misconstrued in a way that could damage reputation, even indirectly. It is perceived best practice to avoid making any negative, disparaging or derogatory remarks in general during your usage of social media.
    - (b) You should make it clear in social media postings made on a personal basis that you are speaking on your own behalf. Write in the first person and use a personal e-mail address when communicating via social media. However, you should still ensure that you comply with this policy.

- (c) You are personally responsible for what you communicate in social media. Remember that what you publish might be available to be read by the wider public for a long time. Keep this in mind before you post content.
- (d) You should also consider the risks of your profile and any content you post being inconsistent with the professional image you present to clients and colleagues.
- (e) Do not post comments about private, sensitive, confidential or work, business or otherwise-related topics.
- (f) You should foster a culture of positive online engagement between Associations and beneficiaries. Embrace open communication, celebrate achievements, and cultivate a supportive digital environment. Share uplifting stories, acknowledge contributions, and actively seek feedback. Let your online presence reflect the warmth and inclusivity that defines our RAF Sport community.
- (g) If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss with the Fund's Marketing team (marketing@rafcf.org.uk).
- (h) If you see content in social media that disparages or reflects poorly on your RAF Sport Association or the Fund, you should avoid the temptation to respond yourself and instead you should contact the Fund's Marketing team (marketing@rafcf.org.uk).

1.5.2 In relation to intellectual property and confidential information:

- (a) Do not misappropriate or infringe the intellectual property of other companies and individuals, which can create liability for your RAF Sport Association, the Fund, as well as the individual author.
- (b) Do not use our logos, brand names, slogans or other trademarks, or post any of our confidential or proprietary information without prior written permission.
- (c) To protect against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately. If you have any questions about whether a particular post or upload might violate anyone's copyright or trademark, ask the Air Media Centre before making the communication.

1.5.3 You should never provide references for other individuals on social or professional networking sites, such references, positive and negative, can be attributed to the Fund and create legal liability for both the author of the reference and the Fund.

1.5.4 In acknowledgment of the dynamic nature of social media, this policy will undergo a review on annual basis. The RAF Central Fund is committed to staying ahead of the curve, adapting to emerging trends, and endorsing best practices. Our dedication to regular review ensures that our social media guidelines remain current, relevant, and aligned with the evolving landscape of digital communication.

The RAF Central Fund is committed to the responsible and professional use of all social media platforms for its staff, volunteers and beneficiaries. For any questions or further support, please contact [marketing@rafcf.org.uk](mailto:marketing@rafcf.org.uk).