



## MARIST SISTERS GENERALATE CIO

Registered charity number: 1179883

**55 Thetford Road, New Malden KT3 5DP England**

### Social Media Policy

Date of last review: June 2025  
Date of next review: June 2026  
Review period: 1 year  
Person responsible: General Bursar

#### 1. Introduction

The Marist Sisters Generalate CIO (the **Charity**) is a charitable incorporated organisation and governed by Constitution dated 11 September 2018.

Its objects are: *“the advancement of the Roman Catholic religion through the religious and other charitable work of the Congregation as the Trustees with the approval of the Congregational Leader shall from time to time think fit.”*

Social media is essential to the success of communicating the mission of the Marist Sisters to the wider community. We use social media to share news regarding our Marist presence in ministries and communities around the world, to raise the profile of the Marist Sisters and to encourage our followers to participate in mission. It can help the Charity reach a much wider audience, much more quickly, than traditional methods of communication.

However, it is also important to recognise the risks associated with social media and how we can manage those risks by acting reasonably and responsibly to protect the Charity. Our aim is to put in place a policy which is appropriate and proportionate to the Charity's activities and our use of social media.

While we encourage the use of social media, we have certain standards which are set out in this policy which everyone must observe. Posts to social media should reflect the Marist values of faith, simplicity, justice, compassion and hospitality. It is important that our posts are also truthful, respectful and display integrity.

This policy is intended for all trustees and members of the Marist Sisters Congregation (**members**) and applies to content posted on both general and personal levels.

This policy sets out our approach to trustees and members of the Charity using social media to promote the work of the Charity and in a personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help trustees and members understand the expectations of the Charity and to expand our official social media channels, whilst protecting the Charity, its reputation and preventing any legal issues from arising.

The Charity will follow the guidance issued by the Charity Commission (Charities and social media <https://www.gov.uk/government/publications/charities-and-social-media/charities-and-social-media>) and relevant laws.

The charity uses the following social media channels:

## Facebook

- Marist Sisters <https://www.facebook.com/p/Marist-Sisters-100077505529163/>

## YouTube

- Marist Sisters <https://www.youtube.com/@maristsisters629>
- SMCC Team (Marist Sisters Communications Team) <https://www.youtube.com/@smccteam795>

## Website

- Marist Sisters <https://www.marists.net/>

## 2. Operation of Accounts

### 3.1. Who is responsible?

The Trustees are responsible for overseeing this policy and ensuring that it is understood and followed by everyone within the Charity. We have a Social Media Congregational Communications Team. They are responsible for setting up and managing Marist Sisters' Social Media platforms. Only those authorised will have access to these accounts and authorisation will be recorded in the minutes of a trustees' meeting. Where important or significant announcements are to be made about the charity and its work, the content of those posts shall be approved by the Chair of Trustees.

### 3.2. Type of content

#### 3.2.1. Use of photographs

With the privacy of all persons in mind, we will exercise care in the use and publication of photos. Before posting images it is important to check that the charity has the appropriate signed consent forms to use images/videos which are stored in accordance with data protection laws. Never use an image or video where consent has not been obtained.

Images of minors and vulnerable adults will only be posted if the person cannot be identified.

We undertake to keep a record of permissions on file.

#### 3.2.2. Copyright

All members are to abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988.

Non royalty-free images or content can only be used with the owner's permission. The source, author and date of publication must be cited.

### 3.3. Risks and monitoring

We are aware that our social media activity carries potential risks such as the following:

- Inappropriate comments (offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief).
- False written statements that are damaging to a person's dignity and reputation.
- Hacking, scams.

A regular monitoring system is in place to ensure that potential risks are attended to and you should not express opinions on our behalf on social media unless expressly authorised to do so.

### **3. Interaction with Other Policies**

The Charity has the following policies in place:

- Privacy
- Safeguarding
- Complaints

It is important that this Social Media Policy is implemented taking regard for the values and practices outlined in these policies.

Guidelines on personal social media use by Congregation members can be found in ***A Marist Sister in the Digital Age***.

### **4. Responding to Incidents**

The Charity's official social media spaces will be regularly monitored so that any issues can be identified and managed quickly.

It is acknowledged that trustees and members of the Congregation may have personal social media accounts. While it is not the responsibility of the trustees to constantly monitor all these accounts should they become aware of material that is not in keeping with this policy they are responsible for taking action.

Should a breach of this policy occur the Unit Leader of the person who has offended will be informed. She will then inform the Congregation Leader who may find it necessary to enlist the support of a trustee in resolving the issue.

If there is an issue that is escalating into a crisis (or already is a crisis) then the Chair of Trustees should be notified without delay.

The Charity will follow guidance from the Charity Commission on serious incident reporting and will make all necessary referrals in a timely and open manner. The Charity will report any incident that falls within the Charity Commission's guidance on what is deemed 'serious' – incidents that have resulted in or risk significant harm to the Charity's beneficiaries and other people who come into contact with the Charity through its work; loss of the Charity's money or assets; damage to the Charity's property or harm to the Charity's work or reputation. For the purposes of this guidance, "significant" means significant in the context of your charity, taking account of its [staff], operations, finances and/or reputation.

### **6. Review**

This policy is approved by the trustees of Marist Sisters Generalate CIO and will be reviewed annually to ensure that it meets the charity's needs, although changes can be made from time to time if improvements are identified.

Date of Approval: